

## Yichen Diao

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**SUMMARY:** Creative professional with experience in product design and digital illustration look. Skilled in developing visual concepts, streamlining creative workflows, and collaborating with cross-functional teams. Adept at managing projects from ideation to execution while maintaining a strong focus on aesthetics and functionality. Always eager to learn and adapt to new challenges in design and product development.

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### HIGHLIGHTS OF QUALIFICATIONS

1. Strong expertise in product design and development, with experience leading teams through concept ideation, prototyping, and successful product launches.
  2. Proven track record in driving revenue growth, having completed multiple B2B projects and developed new product lines, contributing significant revenue for the company.
  3. Skilled in user interaction design, particularly in IoT and mixed reality projects, with a focus on creating engaging, intuitive experiences.
  4. Demonstrated ability to collaborate effectively with cross-functional teams, including engineers, project coordinators, and clients, to deliver customized solutions.
  5. Experienced in scaling businesses, implementing strategic branding initiatives, and improving operational efficiency through systems like project ticketing and workflow optimizations.
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### TECHNICAL SKILLS:

- **Design & Illustration:** Adobe Illustrator, Photoshop, Adobe Animate, Adobe After Effects
  - **UI/UX Design & Prototyping:** Sketch, InVision
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### WORK EXPERIENCE:

**Co-founder & Product Manager** — EfunSpace Technology Ltd Feb 2021 – Present  
*Remote, BC, Canada*

- Successfully completed 7 B2B modular construction projects, generating 800k CAD in revenue within two years of founding.
- Developed and launched 4 modular construction product lines, contributing an additional 110k CAD in revenue.
- Managed project timelines, budgets, and resources, ensuring timely, cost-effective delivery and client satisfaction.
- Played a key role in scaling the business, expanding the product portfolio, and customizing solutions to meet client needs.

**Co-founder & Product Designer** — EfunSpace Technology Ltd Feb 2021 – Present  
*Remote, BC, Canada*

- Led a product design team through multiple successful projects, from concept ideation to prototyping, driving the launch of innovative modular construction products.
- Worked closely with cross-functional teams, including project coordinators, rendering artists, engineers, and stakeholders, ensuring smooth integration of design solutions throughout the development process.
- Played a key role in training and mentoring a new design team for a growing branch, directly contributing to the company's expansion and success.

- Developed and executed strategic branding initiatives, enhancing the company's market presence and visibility through data-driven market research.
- Introduced a project ticket system, streamlining project management and boosting team efficiency.

#### **Freelance Artist**

Jun 2018 - Sep 2020

*Remote, BC, Canada*

- Background Artist for Amazon Prime TV's *Invincible*, creating detailed digital environments to enhance the show's visual storytelling.
- Digital Illustrator for EA Sports, contributing high-quality artwork for promotional and in-game assets.
- Concept Artist for manga and comics, designing characters, environments, and key visuals based on narrative and stylistic guidelines.
- Branding & Marketing Artist for small businesses, crafting logos, packaging, and promotional materials to establish strong visual identities.

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### **ACADEMIC PROJECT EXPERIENCES:**

#### **HoloLens System — BGC Engineering,**

Jan 2019

*Simon Fraser University*

- Collaborated with BGC Engineering on a Microsoft Partner HoloLens project, designing and implementing a new engineering annotation system for their ADA platform.
- Focused on enhancing user interaction design skills for mixed reality products, creating intuitive and effective solutions.
- Developed technical communication strategies to ensure seamless integration and clear understanding of complex engineering features.

#### **Interactive Installation Art — Low Tide Properties**

April 2019

*Simon Fraser University*

- Created digital art experiences for Low Tide Properties' new interactive video wall in the lobby of 565 Great Northern Way.
- Developed engaging visual content that interacts with users, enhancing the overall experience.
- Collaborated with the team to ensure seamless integration of art and technology on the video wall.
- Focused on refining user interaction design, with a particular emphasis on IoT-based projects.
- Advanced my expertise in combining digital art with interactive technology to create immersive, cutting-edge experiences.

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### **LICENSES & CERTIFICATIONS:**

Interaction Design for Usability - The Interaction Design Foundation (Certification Number: 48281)

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### **EDUCATION:**

**Master of Digital Media** Simon Fraser University, Vancouver, BC

Completion: June 2020

**Bachelor of Art,** Communication University of China, Nanjing, China

Completion: June 2016

**Specialization:** Digital Media