

# YEDAN QIAN

INNOVATION & INTERACTION DESIGN

**EXHIBITIONS:** TED Show 2017, TriBeCa Film Festival 2017, Sundance Film Festival 2017, Dubai Design Week 2017...

**TALKS:** IFA Plus Summit 2018, Design Management Institute (DMI) Conference 2018, Munich Creative Business Week (MCBW) 2019...

**AWARDS:** iF Product Gold Award 2019, FastCompany Design Awards 2017, Core77 Student Award 2017, Reddot Award 2014...



**Portfolio** [www.qianyedan.com](http://www.qianyedan.com)  
**Email** [yedanqian@gmail.com](mailto:yedanqian@gmail.com)  
**Telephon** +49 151 2668467

## WORK EXPERIENCE

### BMW Group, Designworks (DW) Senior Interaction Designer, Project Lead

Munich, Germany  
Nov 2017 - Present

#### Innovation Driver

- In-depth experience designing with AI, Personalized Content, Voice Interface, Natural User Interaction (Projects: BMW Personal Assistant, BMW Entertainment Service, Grammer Show Car, Haier Smart Home, etc.)
- Developed and implemented new prototyping processes and offerings at BMW Designworks, including interactive prototyping and contextual user testing. Solidified culture through internal trainings and events.
- Initiated and set up the dedicated IxD (prototyping) Lab for DW Munich

#### Strategic Thinker and UX Hybrid

- UX Strategist: designing digital strategies for BMW including e-Mobility, in-car Operating Systems and Digital Services
- Full-stack Interaction Designer converting all stages from research, over prototyping to implementation.
- Full-stack Technologist advocating the use of rapid mockups, UX prototyping and functional demos

#### „BMW Key Performer“ for Project Leadership and Product Development

- Driving projects on digital services, pre-production and innovation projects.
- Supporting business development, strategic partnering and market communication activities.
- Awarded „BMW Key Performer“ (1-2% of the employee with top performance).

### MIT Media Lab, Fluid Interfaces Group Visiting Researcher | Human Machine Symbiosis

Cambridge, USA  
Apr 2016 - May 2017

**TreeSense:** tactile VR system with Electronic Muscle Stimulation to enhance body ownership illusion for empathy building

- Designed and developed interactive experience: VR with Unity(C#) and haptic feedback with EMS and Arduino.
- Covered by [FastCompany](#), [Wired Italy](#) and [Prosthetic Knowledge](#), and received Core77, FastCompany Design Awards
- Presented at Dubai Design Week 2017, IxDA 2018, SciVR Fest 2018, IFA+ Summit 2018, etc.

**TreeVR:** sensory VR film that turns you into a tree, through sensory alteration: sound, haptics, scent, temperature and wind.

- Worked as the Lead Interaction Designer, designed and developed the multi-sensory system
- Presented at [Sundance Film Festival](#), [TriBeCa Film Festival](#), TED 2017.
- Covered by [New York Times](#), [Creator's Project](#), [Forbes](#), [The Verge](#), [Observer](#), [TechCrunch](#), etc.

**Wonder-LAND:** Mixed-Reality(MR) pop-up book that combines AR and VR with traditional paper mechanisms to help kids learn science in a more explorative and creative way.

- Conducted the complete design process with kids, parents, educators, pedagogy experts and designers.
- Prototyped 10+ demos and developed the functional system with Unity(C#) and GearVR.

**Samsung Research America, Think Tank Team**  
**HCI Research Intern | IoT System & Computer Vision**

**Mountain View, US**  
**Mar 2015 - Aug 2015**

**Project Spot:** IoT system based on Computer Vision that turns any surface into touchable interface.

- Conceived the system enabling spacial creation, connection and control for IoT system in home and business scenarios.
- Designed the interaction and prototyped on Android mobile, wearable and TV (Android)
- Presented at IFA 2015 and SDC, and commercialized as Motion Sensor Touch Solution for Samsung TV

**Designit**  
**User Experience Intern | Wearable, IoT System**

**Copenhagen, Denmark**  
**Sep 2014 - Jan 2015**

**IoT System for Gardena (Husqvarna)**

- Formulated the service design journey and detailed user experience for the IoT system
- Designed and prototyped the user interfaces for the mobile app
- Commercialized the final design as the Gardena Smart System, available on Google Play

**Baidu Research, Institute of Deep Learning (IDL)**  
**HCI Research Intern | Computer Vision & AR**

**Beijing, China**  
**Jun 2014 - Sep 2014**

**3D Stylus - AR Controller based on Computer Vision**

- Conceived a novel interaction for 3D creation and control in AR, using background image tracking
- Designed different applications and scenarios for design, urban planning, medical training and storytelling.
- Developed prototypes for Android devices using Vuforia

**Tencent, Qzone**  
**User Experience Intern | Social Network UX & UI**

**Shenzhen, China**  
**Jun 2012 - Sep 2012**

- Designed user interfaces (blog, album and timeline) for Qzone
- Conducted thorough user experience report for the current Qzone and explored new vision for Qzone

## EDUCATION

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**Umeå Institute of Design, Umeå University**  
**Interaction Design, Master of Fine Art**

**Umeå, Sweden**  
**Sep 2013 - Jun 2017**

- User Centered Design, Service Design, Ethnographic Research, Storytelling
- HCI Research, Prototyping and Development (VR, AR, Arduino, Android), Video Prototyping
- Umeå University Full Scholarship Recipient, Brita-Stina Norderstedt Grants recipient

**Zhejiang University – Rank Top 5 Universities in China**  
**Industrial Design, Bachelor of Engineering**

**Hangzhou, China**  
**Sep 2009 - Jun 2013**

- Product Design, Tangible Interaction Design, User Interfaces Design, Design Prototyping(Arduino, Processing)
- Computer Programming (C, C++), Electronics(basic), Mechanical Engineering(basic)
- GPA 3.85/4.0 (1st out of 50), China's National Scholarship recipient (less than 1% of the university)

## SKILLS

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UI Prototyping	Framer, Proto.io, Processing, Adobe XD
Physical Prototyping	Arduino, electronics, laser-cutting, 3D printing
Programming	Java, Javascript, Python, C#, C++, C,, Arduino, Processing, Android Development (basic)
VR/AR Prototyping	Unity3D, with Leap Motion, Vuforia, Kinect, Oculus, GearVR, HTC Vive
2D Graphic	Photoshop, Illustrator, Indesign
Video, Motion & Sound	Premiere, After Effects, Audacity, script writing, storyboard, video shooting
3D Modelling	Rhino, Cinema 4D(basic), Maya(basic), V-ray(basic)User-Centered Design, HCI Research,
Design Practice	Ethnography Research, Storytelling Project Planning, Project Management, Client
Project Management	Communication, Strategic Partnering, New Biz.

## TEACHING

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Magdeburg Hochschule, Interaction Design Master, “Designing AI Experience” Course 2019, *Visiting Professor*  
Umeå Institute of Design, Interaction Design Master, “Experience Prototyping” Course, 2018, *Guest Lecturer*  
Designworks Munich Studio, Internal Training, “Cloud-Based Fast Prototyping”, *Lecturer*

## GRANTS & SCHOLARSHIPS

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HTC Vive VR for Impact Grant, 2017  
CAMIT Grants (Council for the Arts at MIT), 2016  
Brita-Stina Norderstedt Grants, 2015  
Umeå University Full Scholarship , 2013-2017  
China’s National Scholarship, 2012  
Zhejiang University 1st Place Scholarship, 2009-2013

## PERFORMANCE – BMW 2019

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**BMW “Key Performer” 2019 - 1-2% of the employee with top performance**

- **Target Achievement:** 5/5, Exceeds the Requirement Significantly
- **Leadership:** 4/5, Exceeds the Requirement  
\* 3/5 is 100% performance

### Assessor’s Comment:

- **Overall Performance 2019:** Yedan is a main contributor to DW Munich’s success. She is always pushing herself to great results beyond expectation with real impact. Besides her professional skills she is a great asset for networking, client relationship, marketing, new business development and transformation.
- **Personal Development 2020:** Stay on your brilliant path and keep your passion and energy! Grow into **Creative Director** role and further build up your organizational skills.