YEDAN QIAN
DIGITAL PRODUCT & INNOVATION

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WORK EXPERIENCE

BMW Group, Designworks — Munich, Germany

Creative Director	Apr 2021 – Present
Senior Interaction Designer	Apr 2019 – Mar 2021
Interaction Designer	Nov 2017 – Mar 2019

Design Leadership
- Led the team of UX designers with deep engagement with product designers, technologists, PMs, DEV team and suppliers
- Led 15+ projects and initiatives for BMW Group and other clients, 4 directly to BMW Board
- Responsible for part of IxD team competence building, strategic partnering, IxD recruiting and global sharing

Product Design and Digital Strategy for Mobility
- Designed digital strategies and products for BMW Group, incl. BMW next generation Infotainment System, BMW Future Experience for Music, Video, Podcast, Casual Gaming, BMW future EV Service, Rolls-Royce Members Club App, etc.
- Practiced full-stack UX product design covering all stages from research, service, concept, prototype to implementation

Innovation
- Prototyped with emerging technologies including VR, AR, AI, Voice Interface, IoT and Smart Material
- Set up Interaction Lab for Designworks and developed new offerings in prototyping and interactive contextual testing

Werk24 (AI/ML SaaS Startup for Process Automation) — Munich, Germany

VP Product | Product, Design & Marketing — Apr 2021 - Present

- Responsible for product portfolio, application strategy and marketing of the data extraction technology for Technical Drawings based on AI and ML. We automatically extract Measures, GD&T, Title Block information as well as translate Technical Drawings into approximate DXF files for process automation, digital archiving, instant pricing applications.

MIT Media Lab, Fluid Interfaces Group — Cambridge, USA

Visiting Researcher | VR, AR & Multi-Sensory Experience — Apr 2016 - May 2017

- Designed and developed Multi-Sensory VR and AR system with Unity (C#), Leap Motion, HTC Vive and Arduino
- Presented the works at Sundance Film Festival, TriBeCa Film Festival, TED 2017 event, Dubai Design Week
- Covered by New York Times, Creator's Project, Forbes, The Verge, Observer, TechCrunch, FastCompany, etc.

Samsung Research America, Think Tank Team — Mountain View, US

HCI Researcher Intern | Computer Vision & IoT — Mar 2015 - Aug 2015

- Conceived the IoT system using computer vision to enable body control for IoT system for 2B and 2C scenarios.
- Designed and prototyped the app on Android mobile, wearable and Android TV and presented at IFA 2015 and SDC
- Released the feature as Motion Sensor Touch Solution for Samsung TV

Designit — Copenhagen, Denmark

User Experience Intern | IoT UX & Service — Sep 2014 - Jan 2015

- Designed the IoT mobile app for Gardena Smart System and GN ReSound
- Released on iOS App Store and Google Play

Baidu Research, Baidu Institute of Deep Learning — Beijing, China

HCI Research Intern | Computer Vision & AR — Jun 2014 - Sep 2014

- Conceived personal research project: a novel interaction for 3D creation and control in AR, based on Computer Vision
- Designed different applications incl. medical, education, creative, etc and developed Android prototypes

Tencent, Qzone — Beijing, China

Interaction Design Intern | Social Network UX — Jun 2012 - Sep 2012

- Designed UX and UI of Timeline, Blog and Album product for Qzone (one of the biggest social media platform in China)

EDUCATION

Umeå University, Umeå Institute of Design   **Umeå, Sweden**
Interaction Design, Master of Fine Art   **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 (Top 3 in China)   **Hangzhou, China**
Industrial Design, Bachelor of Engineering   **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)
  - China's National Scholarship recipient (GPA top 1% in the university)

SPEECH

Munich Creative Business Week (MCBW), Design for Change: Symposium, 2021, *Speaker*

Bits & Pretzels Conference, Masterclass, 2020, *Speaker*

Munich Creative Business Week (MCBW) 2019, *Speaker*

IFA Plus Summit 2018, *Speaker*

Interaction18 (IxDA) 2018, *Speaker*

Design Management Institute (DMI) Conference, 2018, *Speaker*

Sci-VR Festival 2018, *Keynote Speaker*

TEACHING & COACHING

Macromedia University, Business Design Master, "Future of Work" course, 2020, *Guest Lecturer*

Magdeburg University, Interaction Design Master, "Living with Bot, Designing AI Experience" Course, 2019, *Guest Lecturer*

Umeå Institute of Design, Interaction Design Master, "Experience Prototyping" Course, 2018, *Guest Lecturer*

Designworks Munich Studio, Internal Training, "Cloud-Based Fast Prototyping", *Lecturer*

AWARDS

UX Design Concept Awards, 2020

EUvsVirus Pan-European Hackathon, shortlist, 2020

iF Gold Award, 2019

FastCompany Design Awards, Honorable Mention, 2017

Core77 Award Student Runner Up, 2014, 2017

Reddot Design Award Winner, 2012, 2014

SKILLS

Project Management	Project Management, Business Model, Client Communication, New Biz.
Practice Field	UX, UI, Service Design, Innovation & HCI Research, Product Implementation
UX Design	Sketch, Photoshop, Illustrator, After Effects, Premiere
Prototyping	Figma, Framer, Adobe XD, Unity, Arduino, Processing
Programming	Python, JavaScript, C#, Android Development (Java)
VR, AR	Unity with Leap Motion, Vuforia, Kinect, Oculus, GearVR, HTC Vive