

Yichen Diao

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Profile

A results-driven SFU master's graduate, with a solid foundation in product development and a commitment to excellence. Proficient in user experience, product design, brand management, and prototyping, offering a unique blend of academic knowledge and practical skills. Known for a relentless pursuit of innovation, critical thinking, and effective problem-solving.

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

Work Experience

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

- Successfully completed 7 B2B modular construction projects, generating 800k CAD revenue for the company within two years of founding.
- Developed and launched 4 modular construction product lines, contributing to 110k CAD revenue.

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

- Led a product design team through multiple projects. Encompassing concept ideation to prototyping, resulting in the successful launch of modular construction products.
- Collaborated closely with cross-functional teams, including, project coordinators, rendering artists, engineers, and stakeholders, to ensure seamless integration of design solutions into the development workflow.
- Played a pivotal role in training a new design team for a new branch, contributing to the company's expansion and growth.
- Developed and implemented comprehensive branding strategies with a focus on augmenting the company's market presence and visibility, underpinned by thorough market research.
- Implemented a project ticket system to streamline project management and enhance efficiency.

Academic Project Experience

"BGC Engineering HoloLens System ", Simon Fraser University Jan 2019

- Worked together with BGC Engineering on a Microsoft Partner HoloLens project. Designed and implemented a new engineering annotation system for their ADA platform. Further developing my skills in user interaction design for mixed reality product and technical communication.

"Low Tide Properties Interactive Installation Art ", Simon Fraser University April 2019

- Created digital art experiences for Low Tide Properties on their brand new interactive video wall in the lobby of 565 Great Northern Way. Advancing my expertise in user interaction design for IoT projects.

Licenses & Certifications

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

Skills

Adobe Illustrator | Photoshop | CAD | Sketch | InVision | Adobe Animate | Adobe After Effects