

Dongpei Yue

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EDUCATION

Royal College of Art; MA Architecture x MA Service Design	Sep 2023 - Sep 2025
<ul style="list-style-type: none">Ability to identify and articulate complex problems. Synthesise and evaluate the challenges of collaborative working to develop strategies for planning, managing and delivering design projectsDevelop strategies to engender creativity and imagination. Developed expertise in integrating emerging technologies into forward-looking solutions.	
Imperial College London; Entrepreneurial Journey; Selective Course	Nov 2024 - Jun 2025
Newcastle University; BA Architecture	Sep 2018 - Jun 2021
INTERNSHIP EXPERIENCE	

HoloworkAI, Imperial College MBA (Entrepreneurial Project), AI Product Designer	Nov 2024 - Jun 2025
Project Background: Collaborated with Imperial College MBA team to develop an AI-powered Text-to-CAD modeling platform (LLMs) for non-professionals and start-ups to rapidly turn design concepts into 3D-printable prototypes. Designing features like prototype generation, model refinement, feasibility check, and export & realization	
Responsibilities: Conducted competitive analysis and user research with 7 expert interviews to understand user journey and pain points, translating insights into PRD, wireframes, and MVP prototype.	
<ul style="list-style-type: none">Refined and iterated 3D models: Designed adjustable AI features (sliders, conversational editing) tested via A/B experiments, achieving performance comparable to users with 3+ months' experience.Collaboration Tools: Increased team modeling efficiency by 50% in exploratory tests, as measured by task completion time, by launching annotation and feedback workflows for co-creation.	

EY Seren (Apprenticeship), AI Experience Designer	Oct 2024 - Mar 2025
Project Background: Explored AI-assisted financial decision-making for newlywed couples, aiming to improve transparency, reduce conflicts, and support joint financial decision while ensuring privacy and security.	
Responsibility: Conducted user research. Identified financial decision frictions among newlyweds, built and designed game prototypes for financial consensus building, and tested user trust and acceptance.	
<ul style="list-style-type: none">Gamified Simulation: Designed a Python-based interactive model tested with 20 couples; 90% indicated it provided a safe space that encouraged dialogue and fostered understanding of couples' spending habits measured by post-session feedback.AI Role Models: Created three AI personas (Mirror / Advisor / Agent) to support couples in reaching financial consensus. Second-round testing showed 90% of couples favored lightweight guidance (data feedback, casual tone, transparent reasoning).Research Outcome: Validated AI's role as an invisible recorder, helping couples communicate safely, feel emotionally understood, and adjust behaviors to reach financial consensus.	

XKool Technology, AI Product Designer	Mar 2023 - Aug 2023
Project Background: Traditional rendering workflows in architecture take 2–3 days from sketch to visualization, often leading to creative fatigue and inefficient iteration. The project aimed to provide architects with an efficient rendering tool.	
Responsibility: Supported the design and iteration of XKool's AI architectural rendering platform, covering user research, prompt engineering, PRD documentation, cross-team communication, product testing, and launch.	
<ul style="list-style-type: none">One-Click Rendering: Co-developed "LookX AI Cloud" with 10 preset prompt templates and style tags, reducing rendering time from 2–3 days to under 30 minutes, boosting efficiency by 80%.Inspiration Hub: Built a community platform for generative images, featuring filters (style, building type) and interactive features (likes, saves, comments).	

PROJECT EXPERIENCE

Alter Emo: An AI Gamified Journaling App, AI Product & Experience Designer	Mar 2025 - Aug 2025
Project Background: Alter Emo is a pocket-sized AI emotional companion for young professionals, enabling 15–20 minutes of daily self-reflection through guided journaling, structured dialogue, and a growth-oriented digital avatar to foster emotional resilience	
Responsibility: Researched AI in mental health trends, conducted competitive analysis, and carried out 25 user interviews. Collaborated with psychologists and game developers to apply gamification in CBT, designed UI and prototypes, tested and validated features, and curated the final exhibition.	
<ul style="list-style-type: none">Self-Mirroring Avatar: Designed a self-mirroring digital avatar, grounded in Serious Play and Generative Agent Simulations. Built through 15–20 minute dialogues, the avatar achieved 75% accuracy in simulating user attitudes and behaviors, allowing users to reflect on their own emotions from a third-person perspective.AI Town: Built persona-driven AI characters with narrative scripts; 90% of participants found role-play fostered trust and self-regulation, helping them reflect on the origins of emotions through a listener's perspective.	

Rednote; Personal Social Media Management	Sep 2024 - Present
<ul style="list-style-type: none">Established and managed a Rednote account as a design knowledge hub, growing to 2.2K followers and generating 34.7K engagements.Analyzed audience data to optimize content delivery, gaining hands-on experience in community management and user lifecycle engagement.	

ADDITIONAL INFORMATION

- Skills:** Figma, Data Analysis(Python, Excel), Adobe Suite(PS,AI,ID)
- Languages:** English (Fluent), Cantonese(Basic), Chinese(Native)
- Interests:** Badminton(7 Years of Professional Practice), Basketball
- Activities:** Milan Salone Design Week x RCA (Exhibition), RCA Grand Challenge (Top 10 in 130 Teams), 2050 Community (First Prize, 1,200€), Velux Photography Competition (Honorable Mention).