

Ruitian Yang

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<https://rutiandesign.com/>

Boston, MA

EDUCATION

Northeastern University

09/2024 - 06/2026

- Master of Fine Arts in Experience Design | GPA: 3.9/4.0
- Relevant Courses: Prototype Design, Experience Design, Notational System, Visualization Technology

School of Visual Arts

09/2020 - 06/2024

- Bachelor of Fine Arts in Illustration | GPA: 3.8/4.0
- Relevant Courses: Graphic Design, UI/UX Design, Computer Art, Animation and Visual Effects

WORK EXPERIENCE

Intime Department Store | UI/UX Designer

06/2024 - 07/2024

- Participated in the iteration and UI design of a Chinese New Year campaign.
- Contributed to the design and optimization of key functions, improving usability and overall experience
- Designed and refined user interface components, ensuring consistency with the brand's visual identity
- Developed and deployed user surveys, collecting and analyzing data to inform design decisions and enhance user satisfaction

Generation Game China Ltd. | Product Designer

06/2023 - 07/2023

- Participated in the product design process from user research and prototyping to final implementation
- Collaborated with cross-functional teams to translate user needs and business goals into designs
- Conducted usability testing to gather insights for continuous improvement of product designs
- Created detailed design specifications and user flows using industry-standard design tools

PROJECTS

Online Furniture Design Platform | UI&UX Designer

12/2025

- Designed a planning tool for non-designers, integrating smart furniture recommendations and seamless online shopping
- Remote collaboration with real-time editing, voice calls and 2D/3D view switching
- Created a gamified budgeting challenge to enhance user engagement

Spotted Lanternflies Capture Device | Interaction & Product Designer

08/2023

- Utilized sound wave technologies to attract insects
- Designed a device with stakes to lure and capture the insects
- Connected the device with government networks to detect and monitor the invasive species

Public Restroom Service Design | Experience Designer

06/2023

- Addressed the issue of urinary incontinence through comprehensive research and interviews
- Designed a service for public restrooms that offers discreet accommodations and hygiene products
- Completed the interface, experience, product, service design and modeling for the project

EXTRACURRICULAR

SVA Chinese Student Organization (CSO) | Operation Director

09/2022 - 05/2024

- Managed the operation of the CSO's Sina Weibo, WeChat public account, and Instagram
- Conducted data analysis to optimize CSO's social media performance
- Planned the overall direction of tweet content, ensuring alignment with organizational goals
- Wrote, proofread, and reviewed content for all platforms, maintaining consistency and quality public speaking.

SKILLS

- Adobe Photoshop, Adobe Illustrator, InDesign, Adobe Premiere Pro, Figma, Procreate
- Cinema 4D, Rhino, Unity, Arduino, HTML