

TENG YU | Product & User Experience Designer

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A product designer and design mentor with 6+ years of experience, I combine a multi-modal expertise with participatory research to create strategic product, service, and experiences that operationally rigorous and culturally competent.

AI-Driven Workflow

- **Synthesize & Frame:** Used *Claude Design* to translate raw user research and regulations into actionable product concepts.
- **Iterate & Wireframe:** Integrated *Figma Make* to automate layout generation, accelerating prototyping and concept validation loops.
- **Generate Assets:** Built data-driven asset pipelines with *Nano Banana* to convert complex metrics into scalable visual systems.
- **Translate to Code:** Utilized *Claude Code* to seamlessly translate high-fidelity static mockups into production-ready components.
- **Deploy & Handoff:** Managed local repositories via *Claude Code* CLI and delivered functional assets with *Figma* variables and tokens.

PROFESSIONAL EXPERIENCE

Nan Xiang Soup Dumplings

Product & Experience Designer | New York, NY | Dec 2024 – March 2026

- **UX Strategy & Ecosystem:** Developed a comprehensive service blueprint for Nan Xiang Soup Dumplings, mapping the end-to-end customer journey from digital discovery to physical dining to optimize O2O conversion.
- **Information Architecture:** Redefined the site map and navigation logic for digital platforms, simplifying complex ordering flows and reducing user drop-off rates by 15% during peak hours.
- **Interaction Logic:** Designed high-fidelity wireframes and interactive prototypes of the Nan Xiang App to test and validate new features, ensuring a frictionless handoff to the engineering team.
- **Cross-Disciplinary Coordination:** Bridged the gap between marketing, operations, and IT teams by translating business requirements into clear user flows and technical requirements.
- **Multidimensional Design:** Leveraged a product-thinking approach to ensure digital brand assets and physical in-store collateral function as a cohesive system, enhancing overall brand trust.

InsPUMP

Experience Designer | Shanghai, China | May – Oct 2021

- **MR Experience Architecture:** Designed the information architecture for the Alibaba Mixed Reality (MR) exhibition for 2022 Winter Olympics, managing the complex intersection of spatial design and digital interaction.
- **Rapid Iteration:** Utilized low-fi spatial prototyping and user walkthroughs to identify and resolve navigation issues within the interactive exhibition space.
- **Cross-team Collaboration:** Aligned design vision with technical execution by defining the interaction standards between MR directors, narrative leads, and software developers to ensure high-fidelity delivery of real-time 3D assets.

Sencity Corp

Product Designer & Creative Strategist | New York, NY | Oct 2018 – Feb 2021

- **Smart City Experience:** Led the design of interactive urban installations (Tetrabin, Windlight), focusing on the behavioral psychology of public space interaction.
- **Hardware-Software Synthesis:** Defined the interaction logic between physical sensors and digital displays, creating seamless feedback loops for public engagement.
- **Global Supply Chain Management:** Collaborated with international manufacturers to translate design specifications into technical documents, ensuring the precision across production batches.
- **Design Strategy:** Integrated award-winning design concepts into scalable product lines, aligning product innovation with global business development goals.

IDEO

Veteran Affairs Research Project | New York, NY | Sep – Dec 2016

- **Social Impact:** Co-created #SheServed with the New York VA community, honoring the stories of female veterans and surfacing unmet needs through human-centered research. The work influenced VA service concepts and was recognized with a *Core77 Strategy & Research Award* and a *Core77 Design for Social Impact Award*.
- **Insight Synthesis:** Translated qualitative ethnographic research into actionable policy and design proposals.

RELATED DESIGN EXPERIENCE

ArtLab Portfolio Studio

Founder & Product Design Mentor | New York, NY | Aug 2020 – Dec 2024

- **Design Methodology Coaching:** Mentoring students in systems thinking and UX research methods, guiding the development of evidence-based portfolios for top-tier master programs.
- **Curriculum Architecture:** Built a structured design curriculum that emphasizes logical storytelling, IA structure, and the integration of physical and digital design principles.
- **Stakeholder Management:** Navigated complex relationships between students, parents, and international admissions boards, achieving a 95% success rate in top-tier program placements.
- **Critical Analysis:** Facilitated weekly design critiques focusing on the user-centricity and logical consistency of student projects, rather than purely aesthetic outcomes.
- **Strategic Growth:** Scaled the program by implementing a standardized student tracking system, optimizing the mentorship workflow and operational efficiency.

ACOPE Recreational Vehicle Corp

Design Lead | Chengdu, China | Oct 2021 – Apr 2022

- **Physical-Digital UX Integration:** Applied industrial design principles to the development of off-road RVs, optimizing ergonomic layouts through 1:1 spatial prototyping and user testing.
- **Ethnographic Research:** Conducted extensive field research with luxury outdoor enthusiasts to identify latent needs, translating user insights into hardware-software integrated solutions.
- **Multidisciplinary Leadership:** Managed a diverse team of industrial designers, mechanical engineers, ensuring a unified product vision throughout the R&D cycle.

EDUCATION

School of Visual Arts

Master of Fine Arts | Product of Design
New York, NY | Sep 2016- May 2018

Wuhan University of Science & Technology

Bachelor of Engineering | Industrial Design
Wuhan, China | 2016

University of Bridgeport

Exchange Student Program | Industrial Design
Bridgeport, CT | 2014-2015

ADDITIONAL SKILLS

Software

- **Digital design:** Figma, Paper
- **AI Tools:** Claude Code, Google Stitch, Figma Make, Pencil
- **Adobe creative suite:** Illustrator, Photoshop, After Effects

Languages

- **Fluent English**
- **Native Mandarin Chinese**

RECOGNITION

2023 Wild Design Award

2023 Australian Design Award

2022 Sydney Design Award

2020 Edison Award Gold

2018 New York Design Award

2017 Core77 Design Award -*Design for Social Impact*

2017 Core77 Design Award -*Strategy & Research*