

# Yuxuan Pan

Product Manager/UX Researcher

(765)-318-0257 | [pyxpanyuxuan@outlook.com](mailto:pyxpanyuxuan@outlook.com) | [LinkedIn: Yuxuan Pan](https://www.linkedin.com/in/Yuxuan-Pan/) | <https://www.yuxuanpan.com/>

## Education

### Savannah College of Art and Design

Master of Art in Service Design

Savannah, GA

06/2023-12/2024

- Academic Honors Scholarship; Achievement Honors Scholarship
- Indigo Design Award 2024 Gold Winner

### East China University of Science and Technology

Bachelor of Engineering in Industrial Design

Shanghai, China

09/2017-06/2021

- The 10<sup>th</sup> “Shangtu Cup” Advanced Mapping Technology and Innovative Design Competition - Individual First Prize

## Work Experience

### Mayo Clinic (SCADPro)

03/2024-05/2024

Service Designer Intern

- Conducted user research and system analysis to understand pedestrian traffic patterns at Mayo Clinic.
- Created storyboards and prototypes, redesigned campus signage, and developed an app for intuitive navigation.
- Used AR technology for wayfinding, ensuring pedestrian safety, and improving traffic efficiency.
- Designed unique architectures for three different sites, enhancing accessibility and safety based on specific needs.

### Stride (SCADPro)

06/2023-08/2023

Product Manager Intern

- Led AR/VR UI design, coordinating teams to ensure cohesive and successful project execution.
- Fostered collaboration among designers, developers, and experts to align project goals and deliverables.
- Developed an educational game on the French Revolution, boosting learning outcomes by 26.3% and engagement by 78.1%.

### Fosun Pharma

10/2021-12/2022

Product Manager

- Spearheaded Intelligent Planet Mini-APP, integrating sales platforms, boosting sales by 22.5%. Collaborated on UI/UX refinements, increasing user engagement by 15.9% and improving sales conversions.

#### Zeiss Online Prescription and Ordering Program (Launched)

- Assisted Zeiss in adapting the online valet model for offline fitting, boosting order efficiency by 35.6%.
- Evaluated and refined hearing model, improving process efficiency by 15.3%, ahead of market standards.
- Implemented optometric features, increasing customer satisfaction by 22.6%, and showcased product demo at CIIE with 1,500 attendees.

#### Huawei Smart Life APP Crowdfunding Project (Launched)

- Integrated a Bluetooth hearing aid into Huawei Smart Life app, increasing online sales by 24.2%.
- Created product flowchart adhering to Huawei specifications, ensuring seamless integration.
- Collaborated with development and design teams, boosting crowdfunding by 48.9%.

#### Conghui Planet Mini-App (Launched)

- Managed project lifecycle from inception to completion, ensuring timely and efficient build.
- Coordinated with operations, R&D, and UI teams to meet quality standards and launch deadlines.
- Developed content, consultation, and shopping features, increasing hearing aid sales by 35.5% and user retention by 25.3%.

### Per-small (Shanghai) Network Technology

05/2021-10/2021

Co-Founder & Product Manager

- Managed Slash Mini-APP development, achieving 20,000 users in its first week through strategic growth initiatives.
- Implemented robust feedback mechanisms, guiding product iterations based on user insights.
- Enhanced user retention by 24.2% through rigorous data analysis and continuous improvements.

### Microsoft

04/2020-09/2020

Product Manager Intern

- Developed content strategies and optimized launch operations for a Fortune 500 company, improving launch effectiveness.
- Utilized market trend and competitor analysis to refine product marketing, enhancing user engagement and satisfaction.
- Applied data-driven methodologies to optimize product launches, leading to higher engagement and customer satisfaction.

### Decathlon

03/2019-12/2019

UX Researcher Intern

- Optimized Decathlon's Tmall store UI, enhancing user experience and brand presentation through daily visual content updates.
- Led early design stages and managed CMF specs for outdoor products, aligning with brand standards and consumer expectations.
- Edited and managed product diagrams and visual content, improving user engagement and presentation quality.

## Specialized Skills

**Tools:** Figma, Sketch, Adobe (XD, Photoshop, Illustration, InDesign, Premiere), Miro, Rhinoceros 3D, Keyshot, Office, Procreate, Mark Pen