

RUI YANG

UX & Product Designer

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WORK & INDUSTRY EXPERIENCE

Homeward Express (Yuanfang) | London, UK

RouteOps Product Pilot & Operations

Sep 2026

- Returned for a month to develop and field-test RouteOps, a logistics coordination tool informed by frontline delivery operations and customer scheduling challenges.
- Redesigned order review, route sequencing and daily handovers; ran a one-week field pilot with five delivery assistants and two UK-based drivers, using their feedback to refine workflows.

Customer Service & Operations Intern

Jun–Oct 2024

- Coordinated multi-stop collections and deliveries, customer time windows, route adjustments and driver–customer communication; identified recurring operational problems that later informed RouteOps.

BodyCodes / Apparel Genetics | Texas, USA (remote)

Jan–Mar 2026

UX Research & Service Design | 10-week Goldsmiths industry collaboration (NDA)

- Worked with the company founder through regular reviews in a 10-week Goldsmiths partnership; researched opportunities for body-based fit technology across eight industry sectors.
- Co-developed stakeholder and procurement/manufacturing journeys and an end-to-end service blueprint; structured cross-team findings into a client-facing proposal and co-presented recommendations.

Deji Group – Deji Art Museum | Nanjing, China

Apr–Sep 2025

Curatorial Content & Visitor Experience Intern

- Translated and localised 100+ artwork and collection entries, researching specialist terminology; drafted English museum website content and three promotional video scripts for internal review.
- Passed formal gallery-by-gallery guide assessments and independently led 3–4 scheduled Mandarin public tours daily (typically 90 minutes), with peak groups approaching 100 visitors.

Nanjing Xinsiyue Education | Nanjing, China

Nov 2024–Mar 2025

Learning Materials Designer, Product R&D | Full-time · Children's English-language education

- Redesigned existing courseware and workbooks, improving visual hierarchy, layout consistency and age-appropriate communication.
- Independently designed 12 interactive flashcard sets and a full Reading Club visual campaign (maps, certificates, stickers and promotional graphics) for programmes reaching 4,000+ students.

Nanjing Yimu Intelligent Technology | Nanjing, China

May–Oct 2023

User Research Intern

- Supported market and user research for lighting and educational products; developed packaging concepts, CAD models and design visualisations.

EDUCATION

Goldsmiths, University of London — MSc User Experience Engineering, Merit | 2025–2026

Chelsea College of Arts, UAL — BA (Hons) Product & Furniture Design, 2:1 | 2021–2024

Central Saint Martins, UAL — Foundation, Product & Industrial Design | 2020–2021

ADDITIONAL DESIGN & RESEARCH

U8 — Stockwell Park Estate Plaza | London, 2023: Co-developed and delivered an interactive musical seating installation for Stockwell Park Estate Community Trust. Installed and publicly exhibited in the plaza, it was used by local residents for shared play and social interaction.

MSc Behavioural Research | 2026: Designed a 48-participant Human–AI interaction study; collected and cleaned behavioural data, analysed questionnaire results and visualised findings in Excel (full case study in portfolio).

SKILLS & LANGUAGES

UX & research: Figma, FigJam, user flows, prototyping, usability testing, journey maps, service blueprints, experimental design.

Data & equipment: Excel, data cleaning, descriptive statistics; hands-on EEG, ECG, EMG and eye tracking.

AI & development: Cursor, Codex, Claude Code, ChatGPT; AI-assisted coding and workflow prototyping.

Visual & physical: Adobe Creative Suite, Rhino, Blender, SolidWorks, KeyShot, physical prototyping.

Languages: Mandarin Chinese (native); English (professional working proficiency).