YU-CHENG YANG

Product Leader and Multidisciplinary Designer

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PROFESSIONAL EXPERIENCE

KeySmart
May 2015 - Present | Chicago, IL

Senior Product Manager
July 2020 - Present

Oversee and lead the entire product development process from concept to production. Report directly to the CEO and execute the long-term product vision and business strategy for all KeySmart products. Manage a six-person team of designers, sourcing agents, and researchers.

• Accelerated the product launch efficiency by 40% - From averaging 13 to 32 products a year. Expanded KeySmart's product lineup into 12 new different product categories.

• Initiated a new product strategy in 2020 which tripled department sales from $4 million to $12 million.

• Aligned the leadership team on the future product roadmap, emphasizing end-to-end product success across the company.

• Led product development from ideation to launch of the KeySmart products by conducting customer surveys, user prototype testing, and peer testimonials.

• Amplified overseas vendor relationship by resolving problems earlier in the process in fluent Mandarin Chinese.

Senior Industrial Designer
May 2015 - June 2020

Led the product design team with user research, product development, prototyping, packaging, branding, and mass production. Focused on developing products and packaging aligning the user needs with KeySmart's business goals.

• Developed and launched over 100 products and 8 sub-brands - All of which have helped grow the company from a Kickstarter start-up to a multi-million dollar company in 5 years.

• Multiple personal design projects that led to massive profit success for the company (ex. MagConnect).

• Defined product branding strategy to unify all KeySmart's 8 sub-brands.

• Designed and expanded KeySmart key organizer product lineup from one to six for different customer bases.

VOLUNTEERING EXPERIENCE

ConnectID Mentorship Program / Design Mentor
September 2015 - Present

• Volunteered as an Industrial Design mentor to support UIC ID students with their professional design skills.

• Reviewed and provided feedback to 50+ design portfolios.

• Assigned and monitored milestone projects to students for them to learn and practice professional design process.

SKILLS

Product

Design Thinking
Industrial Design
Product Design
Design For Manufacturing
Design Strategy
Concept Development
Entrepreneurship
Brand Development
Rapid Prototyping

Research

Design Research Methods
Usability Testing
Market Analysis

Languages

English
Chinese Mandarin
Taiwanese

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Solidworks
KeyShot
Microsoft Office 360
Google Workspace
Slack
Airtable
Asana
Typeform

EDUCATION

University of Illinois at Chicago
Bachelor of Design
Industrial Design
Graduated with Honors