

# Shixun Chen

## Senior Industrial Design Lead

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### Shixun Chen

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### Intro

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Interdisciplinary designer in robotics industry

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### Experience

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#### Futronics(NA) Corporation / Senior Industrial Design Lead

September 2022 - Now, PASADENA, CA

Directly report the president and lead the design team to successfully complete the UI/UX for web, mobile and robots, healthcare robot industrial design, and liaise with the factory:

Develop the proposal for multiple business level medical robots;

Lead the team to design the medical delivery robot with a mechanical arm and make improvements for the mass production.

Conduct testing and summarize the report and requirement traceable matrix for mass-production;

In charge of managing brand image and IP.

#### INSEAD / Design Coach

July 2020 - Now, REMOTE

Design coach for Executive (EMBA) Education Programme, Design Thinking and Creativity for Business programme.

Provided advice for the students on how to their business models and value propositions, elevated the design skills of the learners.

#### ArtCenter College of Design/ Guest Lecturer

September 2022 - December 2022, PASADENA, CA

Guest Lecturer for ACXT LAB, ArtCenter x Tsinghua University Collaboration Program.

Gave lectures on DFMA (Design for Manufacture and Assembly) and provided weekly critiques for the students on their work.

#### Wavemaker Labs, Inc. / Industrial Designer

October 2021-July 2022, EL SEGUNDO, CA

Improved the screen ordering system UX: simplified and streamlined the procedure, refined the page layout, redesigned the UI in Figma for Piestro, a pizza kiosk.

Conducted quantitative and qualitative usability testing and defined the requirements for beta.

Defined the requirements, designed the customer portal user flow, information architecture and UX from scratch for Graze, an autonomous lawn mower, and Future Acres, a robotic harvest companion.

## **UBTECH North America Research and Development Center**

**/ Industrial Designer & UI/UX Designer & 3D Artist**

October 2019-September 2021, PASADENA, CA

Designed healthcare related robotics from initial concepts to 2D ideations, CMF and 3D CAD forms for manufacturing and assembly.

2 patents granted by USPTO as the first author. The WELLI Smart Companion and PATHFYNDER Smart Chair were released at CES 2022.

Lead 3 animators to complete the 6-minutes 3D trailer for the elderly care ecosystem for investment, releasing and tradeshow.

Designed the company brochure for tradeshow, included a QR code to access the augmented reality (AR) viewing the different robots on the mobile.

Designed UX/UI for the robots and customer portal, developed the front-end in Html/CSS/JavaScript.

Responsible for coordinating prototype manufacturing and logistics.

## **Station Digital Media, Inc. / UI/UX Designer, China Development Lab Watson IoT**

September 2019-October 2019, LONG BEACH, CA

Worked on UI/UX enhancement and quality assurance for MyMazda app.

## **IBM / UI/UX Designer**

July 2017-August 2017, BEIJING, CHINA

Designed UX and UI for the Intelligent Academic Conference System in Sketch from scratch, built out the desktop and mobile website in Html and Javascript.

Involved in full stack development utilizing Python based on the Watson speech recognition platform.

## **Didi / Design Intern, Uber Business Team**

May 2017-June 2017, BEIJING, CHINA

Drafted national marketing strategies and pop-up campaign proposals.

Designed landing page banners for the campaigns above in the Didi App based on the UI guidelines. Designed posters and comics on social media.

### **Daimler AG / RD China – Innovation and Concepts, Intern**

March 2016-June 2016, BEIJING, CHINA

Support the workshops of innovations, including Connected cars, Up-gradable cars, Health in cars, Infotainment, etc. for all Mercedes platforms.

Brief innovative ideas and communicate with the Office of Intelligent Property for documentation.

Desk researches mobility start-ups, charging systems of electric vehicles.

Visual design for events including Launch of RD Community China, MediaDay, Ex-com Drive (test drive for latest models) 2016 China.

### **China Unicom / Channel Supporter, Intern**

July 2015-August 2015, BEIJING, CHINA

Design and maintain web portals of China Unicom. Design conceptual and visual parts of team building games.

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## **Education**

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### **ArtCenter College of Design / MS Industrial Design**

September 2016 - June 2019, PASADENA, CA

### **INSEAD/ Innovation By Design Programme**

May 2019, SINGAPORE

### **Tsinghua University / BE Vehicle Engineering**

August 2012 - June 2016, BEIJING, CHINA

### **Tsinghua University / BFA Digital Entertainment Design**

August 2012 - June 2016, BEIJING, CHINA

### **Politecnico di Milano / Design & Engineering**

September 2014 - March 2015, MILANO, ITALY

### **Pensole Footwear Design Academy / Sneaker CMF Design**

August 2018, PORTLAND, OR

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## **Awards & Certificates**

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Project Management Professional(PMP) Certificate

2023 Edison Award - Smart Elderly Care Solution for Nursing Homes by UBTECH Robotics Corp Ltd.

China Industrial Design Association Member, Registered Design Expert

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## Patents

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### USPTO Patents:

Patent No.: D920410

Approval Date: May 25, 2021

Patent No.: D921080

Approval Date: June 1, 2021

Patent No.: D966382

Approval Date: October 11, 2022

Patent No.: D921081

Approval Date: June 1, 2021

Patent No.: D921082

Approval Date: June 1, 2021

Patent No.: D921083

Approval Date: June 1, 2021

Patent No.: D966383

Approval Date: October 11, 2022

### Chinese National Intellectual Property Office Patents:

[Design] Logistics Robot (open type) - 202030673486.1, granted

Application date: November 9, 2020 - Main classification number: 12-05(12)

[Design] Companion Robot - 202030654367.1, granted

Application date: October 30, 2020 - Main classification number: 21-01(12)

[Design] Logistics Robot (box type) - 202030673477.2, granted

Application date: November 9, 2020 - Main classification number: 12-05(12)

[Design] Medical Robot - 202030652409.8, granted

Application date: October 30, 2020 - Main classification number: 24-01(13)

[Design] Care Robot - 202030653850.8, granted

Application date: October 30, 2020 - Main classification number: 15-99(12)

[Design] Mechanical Arm - 202130450806.1, granted

Application date: July 15, 2021 - Main classification number: 15-99(13)