FREYA YUJUN HAO

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EDUCATION

Jiangnan University, BFA Clothing and Apparel Design **09/2023-06/2027**

- GPA: 89.5/100; 3.65/4.00
- Main Modules: Apparel Ergonomics, Fashion Design, Garment Construction and Structure Design Techniques, Fundamentals of Draping, Visual Expression, Textile Materials for Apparel

WORK EXPERIENCE

Alibaba Group **07/2026-09/2026**

UI/UX Design Intern

- Analysed 100+ feedback records and competitor products to identify Taobao SME merchants' needs in image optimisation, title generation, SKU management, and content creation.
- Designed user flows, information architecture, and 20+ high-fidelity screens in Figma, delivering interactive prototypes and design specifications.
- Simplified complex workflows and refined interfaces through usability testing and user feedback.
- Collaborated with product managers and developers on AI demo development, API integration discussions, feasibility reviews, and implementation validation.

Nantong Jianse Home Textiles Co., Ltd. **05/2026-06/2026**

Home Textile Designer,

- Researched China's home textile market, analysed design trends and consumer preferences for wedding and everyday products.
- Created 60+ pattern proposals inspired by traditional Su embroidery for bedding sets, duvet covers, and pillowcases.
- Refined designs to align with brand positioning, fabric properties, production requirements, costs, and market feedback.
- Supported production preparation through fabric research, embroidery studies, sampling, and product application testing.

PROFESSIONAL EXPERIENCE

Laurel Smart Home Fitness Brand & Smart Yoga Mat Design **12/2025-01/2026**

Team Leader

- Led project planning, user research, and competitor analysis to define product requirements for a smart home fitness concept.
- Designed a smart yoga mat concept combining motion tracking, pressure sensing, LED feedback, and data analytics, exploring gamified interactions with platforms such as Nintendo Switch.
- Created user journeys, information architecture, interaction flows, and prototypes, refining portability and real-time feedback.
- Developed Laurel's brand identity, including naming, positioning, logo, visual guidelines, and presentation materials.

Wearable Smart Monitoring Sock Design for Diabetes Management **10/2025-11/2025**

Team Leader

- Led a multidisciplinary team in user research, competitor analysis, and literature review to identify foot health monitoring needs among people with diabetes.
- Designed a smart sock concept integrating pressure and temperature sensing with abnormality alerts, defining data collection and feedback flows.
- Created personas, user journeys, information architecture, and interactive prototypes.
- Refined wearing comfort and health data visualisation to support long-term diabetes management.

Tactile Navigation Vest and Smart Thermal Hazard Alert Armband Design **10/2025-11/2025**
Team Leader

- Researched firefighter rescue scenarios and information needs in high-temperature, low-visibility environments.
- Designed wearable interaction concepts combining vibration-based navigation, environmental monitoring, and hazard alerts.
- Developed functional architectures, interaction flows, and prototypes, refining ease of wear, feedback responsiveness, and task efficiency.

End-to-End Interaction Design for the Men-Top Smart Facial Mask Device **02/2025-05/2025**
Team Leader

- Conducted brand and competitor research for a L'Oréal Men Expert design project, defining the direction for a smart skincare concept.
- Designed a questionnaire (N = 103) and conducted interviews, translating findings across three age groups into personas and prioritised requirements.
- Designed the Men-Top facial mask device and companion app experience, including information architecture, user flows, and interactive prototypes.
- Developed Basic and Pro concepts incorporating red and blue light therapy, and collaborated on marketing strategies, 3D models, and promotional materials.

ADDITIONAL TRAINING

Harvard Summer School on Creative Coding & Data Visualization **07/2026**

- Studied creative coding and data visualisation using p5.js. under Professor Alexandros Haridis
- Researched income disparities between people with disabilities and the general population in mainland China.
- Translated income data into lines, colours, and a three-dimensional installation using felt and stitching.

The University of Tokyo, Exchange Scholarship Programme **07/2024**

- Studied artificial intelligence, sustainable design, big data, and cloud computing, alongside qualitative and quantitative research methods.
- Received training in data analysis and visualisation, academic writing, and research presentations.

HONORS AND AWARDS

Jiangsu Provincial Government Scholarship for Overseas Study	04/2025
The Classy Kiss Cup Packaging Design Competition, School of Food Science, Jiangnan University, Third Prize	12/2024
The 11th China Higher Education Design Works Competition, Second Prize	09/2024
The 18th Creative China National Design Arts Awards, Excellence Award	07/2024
The First Asian Colleges Students Creative Exhibition, First Prize	07/2024

SKILLS

- Programming & Physical Computing: p5.js, Python, Arduino
- Visual Design & Illustration: Figma, Adobe Illustrator, Adobe Photoshop, Procreate
- 3D Modelling & Apparel CAD: Rhino, CLO 3D, Lectra
- Language: English (TOEFL iBT: 6.0) , Mandarin (Native)