

PATRICK PEIZONG YANG

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EXPERIENCE

MINTZZZ LLC, NEW YORK, USA
Co-Founder & Brand & Product Designer
2024-Present

Designed and shipped the end-to-end digital experience for a cooling-bedding brand — Shopify storefront UX, brand identity, and product line from concept to launch.

Ran user and market research to define the product line and information architecture, then translated findings into wireframes, UI, and conversion-focused storefront flows.

Grew online sales 300% in the first quarter post-launch through UX-driven storefront optimization, SEO, and lifecycle email and social campaigns.

Owned the full product lifecycle from design and supplier negotiation to logistics, achieving a 35% reduction in operational costs.

YINGREDIENT INC, NEW YORK, USA
Co-Founder & Brand & Product Designer
2022-2025

Designed the brand system, packaging, and digital presence for a wellness startup bridging Traditional Chinese Medicine and modern consumer products.

Led user and stakeholder research across practitioners, manufacturers, and advisors to shape product direction and positioning.

Built go-to-market narratives and brand experiences that effectively conveyed the company’s mission, earning investor interest and engagement.

PHOENIX DESIGN, SHANGHAI, CHINA
Industrial Design Intern
2020-2021

Collaborated with UX, strategy, and product development teams to launch two consumer electronics products from research through production.

Coordinated with design teams and external stakeholders to drive innovation, earning a Red Dot Design Award (2021) and iF Design Award (2022) for excellence in product design.

Led research and prototyping for sustainable and renewable-energy initiatives, improving Phoenix’s market positioning in emerging sectors.

EDUCATION

STANFORD UNIVERSITY	Graduate Summer	Innovation and Entrepreneurship
PARSONS SCHOOL OF DESIGN	Bachelor Of Fine Arts	Product Design

CERTIFICATES

GENERAL ASSEMBLY	Certificate	UIUX Design
GENERAL ASSEMBLY	Certificate	Design for AI Expereicne

AWARDS & RECOGNITION

Red Dot Design Award (2021)
IF Design Award (2022)

SKILLS

User Research | Interaction Design | Wireframing | Prototyping
Usability Testing | Journey Mapping | Information Architecture
Design Systems | Design for AI | Figma | Adobe Creative Suite
Rhino | SolidWorks | Go-to-Market Strategy | Brand & Product
Design | Bilingual: English, Mandarin Chinese