

Jingyuan Gao

San Francisco, CA

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Education

California College of the Arts

BFA in Interaction Design

Expected 2027

Experience

Zhang Yiyuan Tea | Brand Experience Design Intern

Jun 2025 - Aug 2025

- Researched opportunities for a traditional tea brand to attract younger consumers while addressing an aging customer base.
- Supported the exploration of freshly made tea as a potential new business direction through research comparing milk tea and tea-based offerings.
- Contributed to the development of a jasmine tea-focused differentiation direction based on brand identity, market competition, and consumer needs.
- Synthesized research findings and conducted competitive analysis to support positioning in the freshly made tea market.
- Participated in discussions on product experience, packaging, and offline retail experience concepts.

Skills

Tools: Figma, Adobe Photoshop, Adobe Illustrator

Design: UX Design, Service Design, Visual Design

Research: User Research, Competitive Analysis, User Interviews