

Yiran Zhang

Sound Design & Engineering

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Overview

Sound designer with 10 years of experience crafting sound across mobile games, theater, live events, and exhibitions. From casual games played by millions at Shopee to intimate black box theaters in NYC, Yiran has built soundscapes that connect, engage and surprise! Yiran specializes in creating feedback-driven sound systems, optimizing audio for seamless user interaction, and collaborating across teams to bring consistent, high-quality audio to users.

Work Experience

Expert Sound Designer

May 2021—Present

Shopee Pte. Ltd. Shenzhen, China

- Led end-to-end **sound design** for casual mobile games on shopee, with over 300 million monthly active users across Southeast Asia.
- Designed and implemented UX-focused audio including SFX, BGM, and VO, tailored to diverse regional audiences
- Established **audio design systems, workflow and guidelines** from the ground up.
- Collaborated with **product managers, visual designers, developers and regional teams** to deliver culturally resonant sonic experience.
- Balanced multiple projects under tight timelines, aligning with business goals and user experience principles

Sound Engineer

Dec. 2020—May 2021

Shenzhen Concert Hall Shenzhen, China

- Designed and engineered complex sound systems for over 100 large-scale live productions across 3 professional performance venues.
- Supported guest engineers with **signal routing and system configuration**, ensuring efficient and accurate setups.
- Troubleshoot and maintained audio workflows, ensuring high reliability under time-sensitive conditions

Freelance Sound Designer

June 2018— July 2019

New York City, NY

- Designed sound for a range of theatrical productions across NYC, adapting to diverse creative visions and production scales.
- Credits include *Bernarda Alba* (NYU), *Godspell* (St. Bart's Players), *Rokugo 2019*, *Three Musketeers 1941* (Project Y Theatre Company), and various productions in The New School
- Collaborated closely with directors, design teams and actors to deliver **original, narrative-driven soundscapes** under tight production timelines. Demonstrating strong time management and workflow adaptability.

Affiliation

Committee Core Member

June. 2022—Present

Carnegie Mellon University Shenzhen Alumni Association

- Acted as a liaison between Carnegie Mellon University and its alumni community in Shenzhen, strengthening ties and fostering collaboration on university initiatives.
- Curated networking events, educational workshops, and community gatherings to enhance alumni engagement and career development.

Education

MFA in Sound Design

Carnegie Mellon University. US

BA in Sound Production

Communication University of China. China

Core Skills

Sound Design & Audio Production

- Sound System Design & Engineering
- SFX Design (UX/UI, Mobile Games, Theater, Exhibitions)
- BGM Composition & Arrangement
- VoiceOver Direction & Editing
- Interactive Audio Design

Software

- DAW: Logic Pro, Studio One, Pro Tools, Reaper
- Middleware: FMOD, Wwise
- Plug-ins: iZotope, Krotos, Spitfire,

Others

Podcast Editing, Event Coordination, Exhibition Merch Design