

# Yiran Zhang

## Sound Design & Engineering

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## Overview

Sound designer with more than 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.

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## Work Experience

### Expert Sound Designer

May 2021—Sept. 2025

### 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 sound systems for over 100 large-scale live productions across 3 professional performance venues.
- Supported signal routing and system configurations for guest engineers while troubleshooting complex audio workflows to ensure maximum reliability in high-pressure, time-sensitive environments.

### 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), ***Rakugo 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.

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## Selected Freelance Experience

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| <b>Sound Curator</b>                 | <b>Shenzhen Urban Heritage &amp; Oral History</b> <ul style="list-style-type: none"><li>• Spearheaded a site-specific audio exhibition for a local history preservation project, by capturing the oral histories of local elders.</li><li>• Transformed field recordings and community narratives into an immersive sonic experience, bridging the gap between urban history and modern public art.</li></ul> |
| <b>Interactive Audio Design</b>      | Collaborated with <b>Shopee</b> , <b>Hewoo Art Service</b> and academic institutions such as <b>XJTLU</b> to design immersive soundscapes for art installations and educational media.                                                                                                                                                                                                                        |
| <b>Specialized Audio Outsourcing</b> | Partnered with premier audio houses like <b>PPK Studio</b> to deliver high-quality sound assets and sound design services for commercial clients and game titles.                                                                                                                                                                                                                                             |

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## Education

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| <b>MFA in Sound Design</b>    | Carnegie Mellon University. US           |
| <b>BA in Sound Production</b> | Communication University of China. China |

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## Core Skills

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| <b>Sound Design &amp; Audio Production</b> | <ul style="list-style-type: none"><li>• Sound System Design &amp; Engineering</li><li>• SFX Design (UX/UI, Mobile Games, Theater, Exhibitions)</li><li>• BGM Arrangement</li><li>• VoiceOver Direction &amp; Editing</li><li>• Interactive Audio Design</li></ul> |
| <b>Software</b>                            | <ul style="list-style-type: none"><li>• DAW: Logic Pro, Studio One, Pro Tools, Reaper</li><li>• Middleware: FMOD</li><li>• Plug-ins: iZotope, Krotos, Spitfire</li></ul>                                                                                          |
| <b>Others</b>                              | Podcast Editing, Event Coordination, Exhibition Merch Design                                                                                                                                                                                                      |