

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 videos. 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 user interaction, and collaborating across teams to bring consistent, high-quality audio to users.

Work Experience

Expert Sound Designer **Shopee Pte. Ltd.** Shenzhen, China

May 2021—Sept. 2025

- 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.

Selected Freelance Experience

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

Education

MFA in Sound Design	Carnegie Mellon University. US
BA in Sound Production	Communication University of China. China

Core Skills

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