

Lena Yen

Designer nourished by way too
much food and *Jurassic Park* trivia.

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Education

San José State University

May 2018

BFA Graphic Design
Dean's Scholar

Skills

Design

Design Systems
Product Design
Prototyping
UI Design
UX Design
Visual Design
Web Design
Wireframing

Software

Figma
Illustrator
InDesign
InVision
Lightroom
Photoshop
Sketch
Zeplin

*References available
upon request.*

Experience

Automatic (a SiriusXM company), Visual Designer

New York, NY / Feb 2019–Present

- Collaborated with PayTollo developers, designers, and product managers to build wireframes, user flows, UIs, and visual designs
- Redesigned UX/UI for onboarding flow for PayTollo—a cashless tolling platform within Automatic—to increase sign-ups by 30%
- Delivered a variety of Automatic marketing materials including website landing pages, social media posts, emails, and banner ads for 28k+ consumers

TeenSafe, Inc., UI Designer

Oakland, CA / Jan 2018–Oct 2018

- Worked closely with the head of product to define UX and visual experiences across onboarding and in-app flows
- Championed a design system for TeenSafe's main product—Focus
- Led visual and UI design for mobile, desktop, and responsive web apps from wireframes to lo-fi to high-fidelity designs
- Collaborated with a team of 14 designers and engineers to create Android, iOS, web, and desktop components for Focus

Location Labs by Avast, Visual Design Intern

Emeryville, CA / Jun 2017–Aug 2017

- Redesigned core company mobile apps for Sprint and Verizon, improving the experiences for 2.5+ million customers
- Created visual and UI mobile assets that paved a design roadmap for Location Lab's future products worth millions a year
- Managed design systems for T-Mobile, Sprint, Verizon, AT&T, and Avast for Location Labs' products