Lena Yen

Product designer working hard to build inclusive designs to better the world (even by just a little) while nourished by way too much food and *Jurassic Park* trivia.

lenayendesign.com
lenayendesign@gmail.com
510.493.0334

WORK EXPERIENCE

Product Designer, Freelance

Remote / Jun 2019–Present
Clients: Designlab, HatchWorks, Matcha Design Labs, StegVision

- Created visual systems, UI, illustrations, and graphics to enhance mobile and web app products for clients in the startup, health, finance, and tech industries
- Upheld accessible and inclusive design standards and optimized product development processes
- Mentored future UX/UI designers in honing their design thinking, research prowess, visual design acumen, and their ability to effectively communicate and provide constructive feedback

Product Designer, Crisis Text Line

New York, NY / Sept 2020–Feb 2022

- Launched The Shift Simulator, an innovative simulated training tool for crisis volunteers; implemented inclusive research approaches to enhance learning and education for marginalized users while sharing valuable insights
- Collaborated with designers, developers, and clinical experts to develop user-centric mental health crisis intervention tools for over 10,000 volunteers spanning 4 countries
- Pioneered an innovative design system that revolutionized knowledge-sharing across departments for 150+ individuals

Visual Designer, Automatic (a SiriusXM company)

New York, NY / Feb 2019–Jun 2020

- Strengthened B2B relationships by creating marketing and educational resources for Automatic partnerships and internal sales teams
- Cross-functionally worked with a team of 5 developers, designers, and product managers to revolutionize the PayTollo onboarding process, resulting in an impressive 30% surge in sign-ups

UI Designer, TeenSafe, Inc.

Oakland, CA / Jan 2018–Oct 2018

- Transformed wireframes into stunning, brand-aligned visual and UI designs for iOS, Android, and desktop products
- Spearheaded a team of 14 designers and engineers to develop the groundbreaking TeenSafe design system, encompassing a vast repertoire of 100+ components, aiding enhancements in team efficiency and productivity

SKILLS

Design
Design Systems
Information Architecture
Product Design
Prototyping
Responsive Design
Usability Testing
User Flows
User Research
UX/UI Design
Visual Design
Web Design
Wireframing

Tools
Figma
Illustrator
InDesign
InVision
Keynote
Lightroom
Photoshop
Sketch
Zeplin

EDUCATION

San José State University
May 2018
BFA Graphic Design