

# 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.

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## WORK EXPERIENCE

### Mentor, Designlab

Remote / Jul 2022–Present

- Mentor emerging students in UX/UI to develop their design thinking, research abilities, visual design, and their presentation and critique skills
- Conduct weekly 1:1 sessions with students to provide constructive feedback on projects, career advice, and design expertise

### Product Designer, Crisis Text Line

New York, NY / Sept 2020–Feb 2022

- Shipped The Shift Simulator—a simulated training tool—by leading onboarding designs and developing equitable research methodologies to optimize learning and education for marginalized users
- Worked cross-functionally with 18 product managers, designers, engineers, and stakeholders to build accessible crisis intervention tools for 10,000+ volunteers in 4 countries
- Spearheaded org-wide design system that bettered asset management and developer handoffs and fostered interdepartmental knowledge-sharing across 150+ people

### Visual Designer, Automatic (a SiriusXM company)

New York, NY / Feb 2019–Jun 2020

- Partnered with 5 developers, designers, and product managers to overhaul PayTollo onboarding and increase sign-ups by 30%
- Influenced 28,000+ Automatic customers with a 50+ digital and print ad campaign that promoted sales and brand awareness
- Strengthened B2B relationships by creating marketing and educational resources for Automatic partnerships and internal sales teams

### UI Designer, TeenSafe, Inc.

Oakland, CA / Jan 2018–Oct 2018

- Defined UX with the Head of Product to simplify complicated user flows and boost user engagement across 3 different platforms
- Iterated visual and UI design for mobile, desktop, and responsive web apps from wireframes to high-fidelity designs that exemplified brand standards
- Collaborated with 14 designers and engineers to build the TeenSafe design system of over 100 components that increased team efficiency and productivity

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## 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

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## EDUCATION

### San José State University

May 2018

BFA Graphic Design