

Yunlei Shen

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Seattle, WA

- Experience
- Veteran Benefits Guide \ Founding Product Designer

NOV 2023 – PRESENT · SEATTLE, WA

First in-house designer, owning UX strategy end to end across customer, enterprise, and internal platforms. Rebuilt a manual claims process into guided self-serve flows — 53.1% adoption, task time down 48.6%, throughput up 22% — and redesigned the internal CRM for 2x claim submissions. Built the cross-platform design system and use AI-assisted prototyping to pressure-test flows with real users before engineering starts.

Anonymous Agent \ Product Designer

MAY 2022 – OCT 2023 · SEATTLE, WA

Designed a two-sided influencer marketplace from 0 to 1: 900+ influencers and 132+ businesses onboarded in six months, 20–30% daily user growth after launch. Research and iterative testing lifted engagement 13.1% and task success 10.3%.

Young & Hungry Creative \ UX Design Intern

JAN 2022 – MAY 2022 · SAN FRANCISCO, CA

Rebuilt nonprofit donation flows and information architecture: donor conversion up 12.2%, event registrations up 8.5%.

General Motors \ UX Design Co-op

SEP 2021 – DEC 2021 · SAN FRANCISCO, CA

Built GM's 2039 vision experience with the UX and Industrial Design teams, translating brand principles into digital storytelling.

Skills	AI	Design	Research	Tools
	AI-first workflow	End-to-end design	Mixed methods	Figma
	Prompt design	Design systems	Usability testing	Adobe Suite
	Agentic & chat UI	Interaction design	A/B testing	Framer, Webflow
	Figma Make, Claude	Accessibility	Workshops	HTML / CSS

- Education
- Academy of Art University \ M.A., Interaction & UI/UX Design

2020 – 2022 · SAN FRANCISCO, CA

Zhejiang University of Technology \ B.F.A., Digital Arts

2011 – 2015 · CHINA