

Yunlei Shen

yunleidesign.com
yunlei921128@gmail.com
206-775-6292

Experience

Product Designer | Veteran Benefits Guide | 2023 – Present

- Joined as the first product designer and now own design across the entire portfolio: three customer facing platforms (one B2C, two B2B) and the company wide internal CRM, setting UX strategy end to end.
- Led the portfolio's migration from legacy to a new platform and closed post launch UX gaps. Turned the manual claims process, the core operational bottleneck, into guided self serve flows (53.1% adoption, 48.6% faster task completion, 22% higher throughput) and redesigned the CRM to double claim submissions.
- Now leading research and strategy for a unified, AI powered product that consolidates the portfolio into a single experience.

Product Designer | Anonymous Agent | 2022 – 2023

- 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%.

UX Design Intern | Young & Hungry Creative | 2022

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

UX Design Co-Op | General Motors | 2021

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

Education

Academy of Art University | San Francisco CA

M.A., Interaction & UX/UI Design, 2022-2022

Zhejiang University of Technology | China

B.F.A, Digital Arts, 2011-2015

Skills

AI

AI-first workflow & prompt design · Figma Make, Claude

Design

Design systems · Interaction design · Accessibility

Research

Usability & A/B testing · Mixed-methods research · Workshops

Tools

Figma · Adobe Suite · Framer, Webflow · HTML/CSS/JS