

# Yunlei Shen

## Portfolio

[www.yunlei.design](http://www.yunlei.design)

## Contact

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## Skills

### UX Leadership

UX Strategy, Team Alignment,  
Stakeholder Collaboration

### Research & Data

Qualitative & Quantitative Research,  
Usability Testing

### Design Execution

Systems Thinking, Interaction  
Design, Rapid Prototyping

### Tools

Figma, Adobe CC, Sketch, Miro,  
Webflow, Framer, HTML/CSS, Jira,  
Confluence, InVision

## Experience

### Product Designer II

Veteran Benefits Guide | Nov 2023 – Present, Seattle

- First in-house designer responsible for defining and scaling UX vision across B2C, internal tools, and enterprise platforms.
- Digitized end-to-end manual processes, empowering 53.1% of users to self-serve, reducing task completion time by 48.6%, and boosting claims throughput by 22%.
- Overhauled internal CRM (Salesforce), streamlining workflows and boosting claim submissions by 2x; user satisfaction score improved from 1.8 to 3.1.
- Led iterative user research, usability testing, and co-creation workshops to inform design direction and ensure alignment with user and business goals.
- Developed a robust cross-platform design system ensuring pixel-perfect handoffs and consistent experiences across teams.

### Product Designer

Anonymous Agent | May 2022 – Oct 2023, Seattle

- Spearheaded design for a cross-platform nano-influencer marketplace, onboarding 900+ influencers and 130+ SMBs in 6 months.
- Conducted qualitative and quantitative research (10 interviews, 3 surveys, 2 test cycles) that led to 13.1% increase in engagement and 10.3% boost in task success.
- Created interactive prototypes and responsive UI across mobile and web, collaborating closely with PMs and engineers for flawless execution.
- Established and maintained a modular design system improving development velocity and scalability.

### UX Design Intern

Young & Hungry Creative | Jan 2022 – May 2022, San Francisco

- Redesigned donation flows and optimized CTA placement, increasing donor conversion by 12.2%.
- Modernized event campaign microsites, boosting registrations by 8.5%.
- Improved nonprofit user trust through clearer hierarchy and simplified information architecture.

### UX Design Co-op

General Motors | Sep 2021 – Dec 2021, San Francisco

- Created Webflow site for GM's 2039 vision, combining immersive storytelling with multisensory design.
- Partnered with UX and Industrial Design teams to translate brand principles into engaging digital touchpoints.

## Education

### M.A. in Interaction & UI/UX Design

Academy of Art University | June 2020 – May 2022, San Francisco

### B.F.A. in Digital Arts

Zhejiang University of Technology | Sep 2011 – June 2015, China