

# STELLA YEN

Product Designer

## EXPERIENCE

— **COMPLEX**  
November 2024 – March 2025  
Shanghai, China & Hong Kong

- SENIOR DESIGNER**
- Led the redesign of the ComplexCon Hong Kong 2025 website from concept to launch
  - Provided user flow and visual design improvements for the in-app experience.
  - Designed and produced all social assets across platforms including Instagram, Rednote, and third party ticketing sites to announce event details, music lineup, and featured verticals.
  - Collaborated closely with Daniel Arsham's team, the artistic director of ComplexCon 2025, and the Complex China team to translate his creative vision and generate visual excitement leading up to the event.
  - Attended ComplexCon Hong Kong 2025 to support on-site creative execution, including real-time design and deployment of live announcements throughout the 3-day event.

— **RED ANTLER**  
April 2022 – April 2024  
Brooklyn, New York

- SENIOR DESIGNER**
- Led website and app design projects for both new and established brands, utilizing best practices and user research to synthesize data and propose designs that met customer needs.
  - Crafted unique user experiences rooted in each brand's mission, guiding projects from concept through launch.
  - Collaborated closely with UX researcher, brand and strategy teams to workshop solutions, address client challenges, and position brands as industry leaders.

— **BARREL**  
October 2020 – April 2022  
New York, New York

- DESIGNER**
- Led end-to-end website design, from wireframes to launch, for new and existing e-commerce brands, optimizing for target audiences and applying UX best practices to boost conversions, increase user traffic, and achieve client goals.
  - Partnered closely with software developers to ensure design fidelity and functional accuracy through comprehensive component libraries, thorough visual and functional QA, and clear, ongoing communication.
  - Mentored interns and junior designers, actively supporting their growth and development in UI/UX design.

— **BARREL**  
June 2019 – September 2020  
New York, New York

- JUNIOR DESIGNER**
- Led and designed 5+ projects for L'Oréal Paris USA, enhancing their digital experience by optimizing the website to boost engagement, attract new users, and support launches of events, programs, and beauty tools.
  - Created websites and digital assets for diverse brands, including brand launches, site optimizations, marketing emails, and social media advertisements.

## EDUCATION

— **PARSONS SCHOOL OF DESIGN**  
January 2016 – May 2019  
New York, New York

- BACHELOR OF FINE ARTS – COMMUNICATION DESIGN**
- Dean's List – Fall 2016
  - Graduated with Honors – May 2019

## CONTACT

-  [www.stellayen.com](http://www.stellayen.com)
-  [stellayen.work@gmail.com](mailto:stellayen.work@gmail.com)
-  [syen.design](https://www.instagram.com/syen.design)

## SKILLS

FIGMA	— — — — —	SKETCH	— — — — —
ADOBE CREATIVE	— — — — —	WEBFLOW	— — — — —
KEYNOTE	— — — — —	MICROSOFT	— — — — —