

Sherry Yan

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EDUCATION

Stanford University | B.S. Design | Graduated Jun 2026

Coursework: Design Sketching, Business Design, Advanced Needfinding, Human-Computer Interaction Design, Statistics, Systems Organization, Programming Methodologies (Python, C++)

PROFESSIONAL EXPERIENCE

Angel Intelligence | Product Design Lead

Sep 2026 – Present

- Leading the brand identity and UX redesign of an AI platform that helps creators grow their audience without burnout, building a cohesive visual system across the logo, interface, and core product flows with product leadership and development.
- Redesigning the end-to-end onboarding experience and collaborating with the founder, engineering team, and content lead, targeting a 50% increase in user activation.

Simone Accessories Collections | Product & Brand Design Intern

Jun 2025 – Aug 2025

- Designed six handbags for a global luxury client from concept through prototyping and final presentation to the CEO; two shipped as physical samples with brand campaigns.
- Translated trend research across 30+ brands and six retail locations into two design directions, then built a brand identity for each bag (wordmark, triangle mark, palette and leather hang tags) plus a paired mark and motion campaign.
- Identified an alternative leather supplier through factory visits, cutting projected material costs by ~20% while preserving the design's construction and quality.

Stanford Asian American Activities Center | Brand Design Lead

Jun 2024 – May 2025

- Designed a unified visual system (header, border, footer, type and color) for 12 campus programs and 150+ events, so every piece was recognizably A3C while letting each program keep its own personality; grew event attendance by 30%.
- Created recommended program styles (mood, color and display type) and a template library that doubled marketing output and cut production time by ~60%.

PROJECTS

Lou Henry Hoover House Crest | Graphic Designer (Consulting Project)

Researched the history, architecture and use of Stanford's presidential residence to design an illuminated-initial crest for invitations, outreach and marketing; tested it across stationery, wax seals, embroidery, enamel, banners and flags.

StudyBud | Product Designer & Front-End Developer (Side Project)

Launched an AI body-doubling demo app for young adults with ADHD. Surveyed 21+ users to understand their needs, prioritized onboarding and companion flows, and built React Native front-end experiences. Owned the visual direction and assets and shaped one companion personality by iterating its model prompts and response language. Presented the working demo to 150+ attendees.

Fizz Marketplace | Product Strategy and Research Lead (Consulting Project)

Led the redesign of Fizz Marketplace, synthesized research from 30+ Stanford students into five product priorities for marketplace discovery and seller listings, and A/B tested alternative browsing and listing layouts. Produced high-fidelity screens and end-to-end user flows.

LEADERSHIP AND CAMPUS

Handshake Creator Program | Campus Leader

Created and edited short-form video content in CapCut (ByteDance's video editing platform) to promote the Handshake community, producing weekly career-focused narrative content that reached 50,000 students.

SKILLS

Brand Identity, Visual Design Systems, Typography, Layout, Motion Design, Illustration, Art Direction, Interaction Design

TOOLS

Figma, Adobe Photoshop, Adobe Illustrator, Adobe Creative Suite, Canva, Procreate, Mockup World, Claude Code, Cursor