

# Ray Yuen

I'm Ray – a designer and illustrator in San Francisco with a focus on branding, visual design, and user experience. I've worked in games, publishing, marketing, and most recently in edtech at NextLesson building a learning platform.

## TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, Indesign), Sketch, HTML, CSS/Sass, Responsive Web, UI & UX, Javascript/JQuery, PHP, Wordpress, Git/Github, Illustration and Drawing, Page Layout, Pre-Press, Art Production

## CLIENTS

Wired Magazine, Abriendo Puertos, Adelle Marcero, Idibon, Egg Baby, Architecture for Humanity, ForUs, Sarah Walko, Malado Baldwin, Ketti Kupper

## EDUCATION

Rochester Institute of Technology  
September 1998 - May 2002  
BFA Graphic Design

## CONTACT

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## PROFESSIONAL EXPERIENCE

### Head of Design, Advisor at NextLesson

9/2014 - current, San Francisco  
Originally hired to assist Marketing and to create all the lesson covers on the site, I quickly branched out to website and product UI/UX, product icon artwork, managing art contractors and the production process. Perfecting my duties and processes as a team manager, I was able to free up more time to devote to product UI/UX, user research, and branding.

### Art Director at Suspended Belief Studios

2/2012 - 6/2014, San Francisco  
Developed games from concepts to storyboard. Oversaw and created artwork and UI design. Built animation-ready art assets.

### Senior Graphic Designer at Museyon Guides

3/2010 - 4/2012, New York City  
Design, layout and pre-press of travel guides. Worked with editors to layout 300+ page books. Implemented better methods for production and pre-press.

### Graphic Designer at The Pokémon Company

9/2005 - 1/2010, New York City  
Worked in a small in-house team where we supported video-game releases, video-game strategy guides, movie/TV releases, and marketing campaigns. Developed system to bring publishing strategy guides in-house. Assisted internal departments with their creative needs. Keeper of the artwork. Enforcer of the brand.

### Graphic Designer at Equinox Fitness Clubs

4/2003 - 9/2005, New York City  
Oversaw 15+ gym's collateral needs (membership cards, free passes, promotional passes) as well as one-off promotional posters. Developed signage system for new gyms. Trained interns and helped assign tasks.