Raymond Yuen

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San Francisco, CA

Marketing Design Lead with 20+ years of experience. Expert in digital marketing, brand identity, project leadership, and user experience. I want to solve problems with beautiful and intuitive design.

Brand + Visual Design / Creative Direction / Production + Project Management

- **Team Leadership.** 5+ years of managing teams and rolling out creative projects from ideation to execution as an active team member and trusted coach.

- **Brand Design Systems.** Deliver design guidelines in collaboration with cross-functional teams to ensure consistent brand identity and representation of visuals across touchpoints.

- **Creative Strategy.** Push the needle on cutting edge designs with intentionality and thoughtful choices with a user-centric focus.

Experience

Quantcast, San Francisco
Jul 2018 – Apr 2023

Quantcast is a digital advertising and audience analytics company that provides data-driven insights to optimize online advertising campaigns.

Head of Design, Brand

- **Leadership.** Oversaw brand design team and guided cross-functional collaboration, ensuring seamless execution of creative projects. Facilitated design team processes on research, brainstorming, reviews, and ideation and proactively collaborated with stakeholders, effectively communicating design decisions with creative, strategic, and business reasoning.

- **Talent.** Nurtured the growth of team talent through mentorship, weekly check-ins, critiques, and learning sessions to share knowledge in design and technology. Trained cross-functional stakeholders to work in Figma, Canva, Google Sheets, and Wordpress for velocity.

- **Brand Identity.** Maintained and evolved our brand identity and ensured consistent representation of our brand's visual elements. Executed a cost-effective brand refresh in 4 months, culminating with a live-streamed product announcement on a relaunched website.

- **Creative Direction.** Provided creative direction, guiding the development of digital and print assets from ideation to final production and ensuring on-time project delivery.

- **Collateral.** Produced Marketing and Sales collateral like pitch decks, brochures, infographics, social media graphics, digital marketing assets, event-related signage, and swag.

- **Website.** Maintained marketing website and its responsive design system based on Bootstrap. Collaborated with a web developer to upkeep design files, facilitating the export of assets.

- **UX.** Enhanced website UX to boost registrations, facilitated seamless transitions from the marketing site to product, and optimized user journeys resulting in -20% bounce rates.

- **Digital Marketing.** Collaborated with marketing to increase lead generation from website and emails, producing gated content, webinars, email newsletters, and website Easter eggs.

- **Campaigns.** Efficiently iterated and implemented campaigns and web landing pages, leveraging coding experience and effective communication with web developers on the tech stack.

- **ABM.** Utilized Account-Based Marketing to convert and increase client spend for prospective clients, by designing landing pages and building assets for personalized campaigns.

- **Event Activations.** Executed promotional events bringing brand values and products to life, including trade shows (like CES, Cannes), and product demonstrations.

- **Email.** Created design patterns and produced assets used in email journeys and newsletters deployed in Autopilot/Marketo.

- **Content Marketing.** Designed customer resources, case studies, blogs, social media and used QC data for seasonal/timely insights pieces.

Quantcast, San Francisco
Sep 2017 – Jul 2018

Designer, Product Growth Team

- **A/B Experiments.** Tested features intended to increase retention and engagement during product onboarding using Optimizely resulting in 150% increase in product installs.

- **Digital Marketing.** Developed and optimized onboarding email journey and product update emails.

- **Achievement.** Successfully launched a Chrome extension to extend analytics tool usage in the browser.

NextLesson, San Francisco
Sep 2014 – Dec 2016

NextLesson was an educational technology company that develops innovative learning resources and tools to enhance K-12 instruction and engage students.

Head of Design

- **Brand Identity.** Established the brand guidelines, content templates, and the brand illustration style.

- **Marketing.** Spearheaded design direction as the sole lead designer, creating impactful visuals for marketing strategies and elevated brand presence.

- **Content.** Created compelling covers for content available for purchase on our marketplace and contributing to the visual enhancement of our overall content.

- **Project Management.** Managed a team of designers focused on creating marketplace content covers and fostered autonomy by integrating assignments and approvals into content pipeline, allowing stakeholders to monitor progress.

- **Product Design.** Conceptualized, developed, tested, and successfully launched new products with the product team.

- **User Testing.** Ran user-testing sessions with teachers to test features and UX.

Suspended Belief Studios, SF
Feb 2012 – Jun 2014

Suspended Belief Studios was an independent iOS game studio that created puzzle and free-to-play games.

Art Director & Game Designer

- **Art.** Responsible for game art, which encompassed character design, backgrounds, animation, as well as the visual elements such as interface, menu UI/UX, and game logos.

- **UX.** Crafted user journeys, optimizing screen-to-screen flow for iOS games to enhance player experience and facilitate in-app purchases.

- **Game Design.** Contributed to the conceptualization and realization of game ideas through brainstorming and concept art.

Museyon Guides, NYC
Mar 2010 – Apr 2012

Museyon Guides are travel guidebooks known for their engaging content, combining culture, history, and art to offer travelers a deeper understanding of their destinations through walking guides.

Senior Graphic Designer

- **Book Design.** Implemented a visual framework for the guide book series, prioritizing readability and placing emphasis on both photography and the integration of public domain artifacts.

- **Layout.** Layout of 300+ page books in collaboration with editors and photographers.

- **Prepress.** Created print-ready PDFs for press, including checking bleed areas, converting image to appropriate formats and checking DPI.

The Pokémon Company International, NYC
Sep 2005 – Jan 2010

The Pokémon Company International is a subsidiary responsible for managing and promoting the Pokémon brand globally outside of Japan, covering licensing, marketing, merchandise, video games, and trading card games.

Graphic Designer

- **Publishing.** Produced 1,000+ page game strategy guides and achieved cost savings by implementing advanced data-merge techniques to reduce errors when transferring 330+ Pokémon stat spreadsheets to layouts.

- **Marketing.** Partnered with Marketing to promote video game, movie, and TV launches, run awareness campaigns, promote events, and drive traffic to the online shop. Launched Diamond & Pearl video game in NYC's Bryant Park with 10,150+ attendees.

- **Trade Shows.** Supervised trade show installations, ensuring the artwork's visual quality met the desired standards.

- **Licensing.** Partnered with licensees to design Pokemon merchandise, ensuring brand essence and visual consistency across diverse product ranges.

Education

B.F.A. in Graphic Design
Rochester Institute of Technology, Jun 2002

HTML, CSS, PHP Courses
Treehouse Academy, Mar 2014

Skills

Brand Identity, Product Design, Visual Design, Responsive Design, UX design, UI Design, Digital Marketing, Paper & Pencil, Illustration & Sketching, Wireframing, Prototyping, A/B Testing, Print Production

Software

Figma, Adobe Creative Suite, Photoshop, Illustrator, Indesign, After Effects, Sketch, HTML, CSS / Sass, PHP, Wordpress

Interests

Coding, Education, Gaming, NBA Basketball, Cantonese, Drawing, Sewing

Featured Projects

Quantcast Brand System

I maintained the Quantcast brand system, ensuring brand uniformity across products, websites, and collateral by harmonizing elements like logos and color schemes. By fostering collaboration with product design, I maintained a unified brand identity, adjusting it to meet the changing demands of the digital landscape.
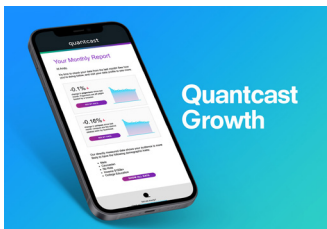
Learn more >

Quantcast Academy

Established a digital advertising online learning platform, engaging over 6,327 users, with 2,530 successfully completing certifications. Crafted free interactive lessons covering the essentials of digital advertising while introducing relevant Quantcast products and features.

Learn more >

Quantcast Growth

The Growth team was responsible for growing the self-serve customer base in Measure, our website audience analytics tool. To achieve this, we ran A/B tests on the product, sent onboarding emails to support Measure "pixel" installation, informed users about new features through product emails, created blog content, and conducted user research.

Learn more >
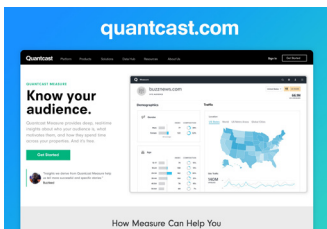
quantcast.com

Our team was responsible for the design system for the marketing website for Quantcast, an advertising and analytics company. We ensured the website maintained consistent design and branding throughout a comprehensive rebranding effort.

Learn more >

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