

Raymond Yuen

rayuen@gmail.com
rayuen.com
347 439 5576
San Francisco, CA

BRAND + VISUAL DESIGN / ART DIRECTION / PRODUCTION + PROJECT MANAGEMENT

A versatile creative leader who can build cross-functional collaboration to deliver outstanding design solutions that meet and exceed expectations.

- **Team Leadership.** Over five years of managing in-house teams, streamlining workflows and improving cross-functional collaboration to accelerate project turnaround and reduce reliance on external agencies.
- **Brand & Presentation Systems.** Built scalable design systems and presentation frameworks that enhanced brand consistency and enabled teams to produce high-quality materials faster and more efficiently.
- **Visual Storytelling.** Blended design, data, and narrative to create intuitive, user-focused materials that increased engagement and drove key business outcomes.

Experience

● Salesforce

Jul 2024 – present

Salesforce is a cloud-based software company that helps businesses manage sales, marketing, customer service, and data analytics.

Senior Graphic Designer

- **Event Branding.** Designed and produced large-scale event assets—including character cut-outs, banners, environmental graphics, and branded signage—enhancing attendee engagement at major company events.
- **Project Management.** Delivered on-time creative assets for 2 company kick-offs, supporting a seamless experience for 5,100+ attendees.
- **Templating.** Created standardized templates for wayfinding, signage, and presentation visuals, ensuring consistent branding across multiple floors of event spaces.
- **Character Development.** Contributed to the creation and rollout of six new characters for Dreamforce, enhancing our brand storytelling and engagement for the Agentforce product.
- **Brand Consistency.** Helped build and evolve the Agentforce Style Guide, ensuring consistency across marketing, product, character strategy, and event design while maintaining clarity and accessibility across teams.
- **Illustration.** Designed illustrative assets (characters, stickers, 360 plush designs, spot illustrations) to strengthen brand identity and employee culture across digital, print, and event experiences.
- **Collaboration.** Partnered with marketing, product, and events teams to ensure seamless integration of design assets across multiple platforms.
- **Workflow Optimization.** Optimized production workflows, reducing errors and improving scalability for future events, while ensuring brand alignment in keynote and presentation materials.
- **Strategic Design.** Played a key role in guiding large-scale event branding, including keynote visuals, signage systems, and marketing collateral.
- **Guidelines & Documentation.** Worked with the web team to keep character guidelines updated on the DAM and portals, ensuring easy access and alignment across teams.

● Quantcast, San Francisco

Jul 2018 – Apr 2023

Quantcast is a digital advertising and audience analytics company.

Head of Design, Brand

- **Leadership.** Led brand design team, guiding cross-functional collaboration and ensuring the on-time completion of creative projects. Reduced project turnaround time by through improved communication and processes.
- **Talent.** Mentored 2 team members through weekly check-ins, critiques, and learning sessions. Increased team efficiency by training stakeholders in Figma, Canva, Google Sheets, and WordPress.
- **Brand Identity.** Led the evolution of the brand identity, executing a cost-effective brand refresh in 4 months, resulting in an increase in brand recognition and engagement, highlighted by a live-streamed product launch on a relaunched website.
- **Art Direction.** Provided creative direction, guiding the development of digital and print assets from ideation to final production and ensuring on-time project delivery.

- **Collateral.** Created marketing collateral (e.g., pitch decks, brochures, infographics, social media graphics), contributing to an increase in lead generation or conversions.
- **Presentation Design.** Created high-impact decks for C-suite executives, product launches, sales, keynotes, all-hands, and webinars. Simplified complex ideas into clear, compelling visuals. Developed branding templates to ensure consistency and improve stakeholder satisfaction.
- **Website.** Maintained marketing website and its responsive design system based on Bootstrap. Collaborated with a web developer to increase website speed by 15% and ensure the smooth export of X 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.
- **Event Activations.** Executed promotional events bringing brand values and products to life, including trade shows (like CES, Cannes), and product demonstrations resulting in increase in brand awareness or product demos.
- **Email.** Created design patterns and produced assets used in email journeys and newsletters deployed in Autopilot/Marketo.
- **Content Marketing.** Designed X customer resources, case studies, and blog posts, driving a 35% increase in organic traffic or social media engagement.
- **Collaboration.** 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.
- **Project Management.** Implemented a new design brief and public dashboard, reducing project delays, increasing transparency, and improving team workflow efficiency.
- **XF Enablement.** Trained 10 cross-functional stakeholders to work in Figma, Canva, Google Sheets, and Wordpress for velocity.

- **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.
- **Highlights:** Chrome extension extending analytics tool usage in the browser.

- **NextLesson, San Francisco**
Sep 2014 – Dec 2016

NextLesson was an edtech company that developed learning resources and products for K-12 teachers to engage their students with relevant subject matter and real world jobs.

Head of Design

- **Leadership.** Managed a team of 3 remote designers and responsible for branding, lesson covers, website experience, product thumbnails, and marketing collateral. Fostered autonomy by integrating assignments and approvals into content pipeline, allowing stakeholders to monitor progress.
- **Brand Identity.** Established and evolved the brand guidelines, lesson covers, and illustration style.
- **Marketing.** Spearheaded design direction as the lead designer, creating impactful visuals for marketing strategies, email newsletters, social media, website graphics, and slide decks.
- **Content.** Created compelling covers for content available for purchase on our marketplace and contributing to the visual enhancement of our overall content.
- **Product Design.** Conceptualized, developed, tested, and successfully launched new products with the product team while also managing the spot illustrations the populated the tools.
- **User Testing.** Ran user-testing sessions with teachers to test new features and gain UX insights.

- **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.

- **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.

- **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.

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.

Senior Graphic Designer

- **Book Design.** Responsible for visual framework for travel 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.

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, NBA, Drawing,
Cooking, IKEA Hacks, Movies,
Manga & Anime, Illustration,
Cantonese, Sewing, Gaming
(Indie, Card, Party)

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 >](#)