

I'm a product designer with a strong foundation in visual design, a passion for experimentation, and a deep commitment to human-centered design and UX research.

With extensive experience with startups, I thrive in fast-paced, collaborative environments where creativity and agility are key.

Experience

Design Manager @ Sequoia

Feb 2024 - Present, New York

- Leading the design and development of end-to-end B2B benefit solutions, conducting in-depth interviews with in-house advisors and customers to deeply understand industry-specific workflows. Driving concept development, prototyping, UX research, and high-fidelity visual design.
- Mentoring a team of 6 designers across the US and India, fostering a culture of collaboration and professional growth.
- Partnering with engineering teams to evolve and scale the design system, ensuring consistency and efficiency across platforms.
- Key Achievement: delivered our new benefits renewal product that ensures our advisors can create and share renewal options seamlessly with our clients. Simplify what-to-be sharing 100+ excel documents to be a seamless experience.

Experience Design lead @ Huge

Jan 2022 - Jan 2024, New York

- Led strategic design initiatives for McDonald's, driving innovation across their global mobile app and kiosk platforms to enhance customer experience.
- Initiated UX research to reimagine critical features such as customer support, loyalty rewards, and customer identification.
- Delivered impactful solutions for clients like Zelis and Virgin Voyages, improving usability and satisfaction metrics.

Creative Lead @ Photon

Jan 2021 - Jan 2022, New York

- Crafted and improved the digital enterprise platforms for our client, MetLife.

Adjunct Professor @ Parsons School of Design

Jan 2017 - Dec 2020, New York

- Developed and taught a variety of design courses on user experience design for college and graduate students.

Co-founder @ Wearable Media

Nov 2016 - Dec 2020, New York

- Designed and prototyped fashion technology products for clients such as Telekom, Mariah Cary, and Unilever.
- Led product concepting, design and prototype process and launched our music-interactive fashion tech capsule line.
- Enlisted as one of 30 LVMH innovation award candidates in 2018, featured on Harpers' Bazaar Arabia cover, invited to Alibaba Taobao's Zao Wujie 2019, invited to Premiere Vision to be featured speaker 2019.

Yuchen Zhang

Product Designer & Manager

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 New York

Education

Design & Technology, Master Degree

Parsons School of Design, New School 2013 - 2015, New York

Graphic Design, Bachelor Degree

Maryland Institute college of Art
2006 - 2010, Baltimore

Key Skills

Methodology: seasoned expert in human-centered design and agile design processes, with a proven track record of delivering impactful digital solutions.

Leadership: Skilled at collaborating cross-functionally with stakeholders—including product managers, technical teams, and UX researchers—to align on vision and execution.

Management: Successfully led and mentored both senior and junior designers through end-to-end design processes, from concepting and prototyping to delivering high-fidelity designs for scalable digital platforms.

Applications: Proficient in design and prototyping tools such as Figma, Adobe Suite, and Principle, as well as front-end development (HTML, CSS), creative coding (Processing), and Arduino physical computing.

Languages:

English (Fluent), Mandarin (Fluent)
Currently learning Japanese

Residency

New Inc, New York, 2017-2019

Open Style Lab, MIT, Research Fellowship, Boston, 2016