Lenny Chen

UX Designer

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EXPERIENCE

UX Designer | Google - Contract   New York, NY | Feb 2024 - Present
- Led the end-to-end design for role based access control, collaborating with the project manager and lead developer to simplify the highly complex system of security controls
- Closely collaborated with researchers and other stakeholders to deliver workforce safety features that help security personnel communicate to employees more efficiently
- Designed the logo used across Google to identify unique badge readers and communicate their function

UX Designer | YouTube - Contract   New York, NY | Nov 2022 - Dec 2023
- Led the end-to-end design for monetization features, leading to a 27% increase in the number of channels that earn revenue
- Increased user adoption of our newly launched product by 4.8x, leading to a 3.1x increase in GMV
- Collaborated with a product manager, a researcher and 6 developers to define the strategy and design for the launch of YouTube Shopping's affiliate program, achieving a 163% increase in tagged content
- Delivered a dozen projects in a year, completing design sprints, crits, reviews and implementation meetings
- Drove time-sensitive projects for major events like VidCon within deadlines as tight as 2-weeks, and that were approved by Google's rigorous review processes and launched

Product Designer | Spekit   New York, NY | May 2021 - Jun 2022
- Increased user login rate by 10% as the lead designer for activation-related features like SSO
- Presented user research, prototypes and other design artifacts to product managers, developers, CEO and other stakeholders to obtain alignment and advocate for better user experience
- Led workshops with a product manager and customer success team to optimize customer rollout strategy
- Collaborated closely with a product manager, a backend developer, 3 frontend developers and business stakeholders in a fast-paced agile environment
- Led design system workshops, obtaining CEO and CTO buy-in and spearheaded implementation

Product Designer | Hi Right Now   New York, NY | Jul 2020 - May 2021
- Collaborated with 1 other designer to define and implement our first user-centric processes for research, design and testing
- Owned redesign of end-to-end product experience, including new design system
- Conducted heuristic analysis of existing website interface identifying areas of improvement
- Worked with a small team of 5, including 1 backend dev, 1 frontend dev, 2 designers, and CEO

SKILLS

Tools	Design	Programming
Figma	Sketch	Adobe XD	Interaction Design	Wireframing	HTML	CSS
Invision	Principle	Photoshop	Prototyping	Interview & Survey User	
Illustrator	Rhino	AutoCAD	testing	Data visualization	

EDUCATION

General Assembly, GA - Certificate of Completion, UX Design | New York, NY | 2020
City College of New York, CUNY - Bachelor of Architecture | New York, NY | 2016