

Sherry Yan

Email: syan204@stanford.edu | Portfolio: sherryyan.world | [Linkedin](#)

EDUCATION

Stanford University, Class of 2026

B.S. Design (AI and Digital Track), Minor – Art Practice, GPA – 3.68

Alpha Kappa Delta Phi Sorority, Leland Scholar Program, Design for America

Languages: Mandarin Chinese, Japanese

SKILLS

Creative – UX/UI Design, Prototyping, Wireframes, Graphic Design, User Research, 3D Modeling, Typography

Technical – Figma, Procreate, Blender, Rive Animation, Canva, Python, C++, React.js, Microsoft Office, Adobe Suite

Soft – Communication, Conflict Resolution, Time-Management, Critical Thinking, Presenting

DESIGN & LEADERSHIP EXPERIENCE

Stanford Asian American Activities Center – Publicity and Publications Manager, June 2024 - Present

- Designed and created templates for all publications and promotional materials at the Stanford Asian American Activities Center, supporting 10+ diverse programs and enhancing visibility of the center.
- Redesigned the brand identity and logo of publicity materials based on an analysis of the center's needs and values.
- Led the art direction and photography for the Speaker Series, AASIB Program, and other major events to enhance promotional efforts on Instagram.
- Curating and organizing all work for a polished presentation at the end-of-year evaluation for supervisors and staff.

The Design Kids Studio – Graphic Designer, January 2024 - Present

- Spearheaded the design and launch of a new crest and logo for the Lou Henry Hoover House, establishing a cohesive visual identity for all press materials, digital platforms, and official communications.
- Conducted in-depth research on the history of the Lou Henry Hoover House to inform and enhance the crest design, ensuring a meaningful representation of its narrative.

Asian Woman Alliance – Design Fellow, December 2023 - June 2024

- Directed AWA's social media effort, designing compelling Instagram content to enhance visibility and engagement for events and workshops.
- Outlined and managed the logistics for AWA's quarterly photoshoots..

Kodely – Design Education Lead, October 2022 - March 2023

- Led instructional sessions on design, engineering, and game development at Oak Knoll Elementary, effectively using Microsoft MakeCode to engage 20+ students in hands-on and innovative learning.

Omnibyte Technology – UX/UI Design Intern, February 2021 - May 2021

- Worked with the design team on improving software icons and producing frameworks using Balsamiq software.
- Worked closely with company mentors on integrating a new language translation to their product, FormsPro.
- Presented final work to the design team and Director of Product and Customer Experience, Sonya Berry.

CREATIVE PROJECT EXPERIENCE

Immerse the Bay XR Hackathon – 3D-Model Designer & Creative Lead, 2023

- Engineered a VR prototype for ReelXR, a productivity app aimed at helping users maintain posture via configurable settings. Designed 3D assets for immersive integration and storyboarded user interactions. Won 1st in the *Best Use of ShapesXR* category.

On Edge Escape Box & Tiger Moms Card Game – Graphic Designer & Creative Lead, 2023

- Developed comprehensive graphics and artwork for both games, including cover art, logos, card designs, and color schemes. Created prototypes in Figma and produced printed versions for playable presentations.

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