Sherry Yan

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EDUCATION

Stanford University | B.S. Design (School of Engineering) | Graduated Jun 2026
Coursework: Design Sketching, Business Design, Advanced Needfinding, Human-Computer Interaction Design, Statistics, Systems Organization, Programming Methodologies (Python, C++)

PROFESSIONAL EXPERIENCE

Angel Intelligence | Product Design Lead
Sep 2026 - Present

- Partnering with the founder, engineering team and content lead to ship end-to-end onboarding, analyze user behavior and drop-off points, and prioritize a roadmap of UX improvements aimed at a 50% increase in user activation.
- Leading the product and UX redesign of an AI platform that helps creators grow their audiences; defining the product vision for core flows and brand, and turning it into product requirements and user stories for developers.

Simone Accessories Collections | Product Design Intern
Jun 2025 - Aug 2025

- Led Market research and competitor analysis across 30+ brands and 6 retail stores; turned consumer trends into product and sales recommendations for 2 global luxury clients and presented them to team leadership.
- Designed six handbags from initial concept to launch review; set product requirements and material specifications for leather and hardware, managed prototypes, and presented the proposed final line to the CEO.
- Evaluated leather suppliers through factory visits and vendor discussions, suggesting an alternative supplier that reduced projected material costs by ~20% while preserving the design's experimental construction and quality.

Stanford Asian American Activities Center | Brand Design Lead
Jun 2024 - May 2025

- Co-owned marketing strategy for 14 programs and 150+ events, and aligned staff, student leaders and program teams in the organization to work together on campaigns that grew attendance and engagement 30%.
- Launched a shared brand and template system through Canva, and a content workflow used by all 14 programs, which doubled output and cut production time ~60%.

PROJECTS

StudyBud | Product Designer & Front-End Developer (Side Project)
Launched an AI body-doubling demo app for young adults with ADHD. Surveyed 21+ users to understand their needs, prioritized onboarding and companion flows, co-built React Native front-end experiences, and tuned AI behavior through prompt iteration. Owned the art direction and assets, and presented the working demo to 150+ attendees.

Re:form | Product Strategy and Research Lead (Senior Capstone)
Led co-design with below-the-knee prosthesis users and prototyped modular calf covers. Used co-design research to define 3 customer segments. Built a 5-year go-to-market plan covering pricing, sales channels and repeat purchases.

Fizz Marketplace | Product Strategy and Research Lead (Consulting Project)
Led the redesign of Fizz Marketplace, synthesized research from 30+ Stanford students into 5 product priorities for marketplace discovery and seller listings, and ran A/B tests on browsing and listing layouts. Presented the data-backed recommendations and full user flows to Fizz leadership. Produced high-fidelity screens and end-to-end user flows.

LEADERSHIP AND CAMPUS

Handshake Creator Program | Campus Leader
Produced weekly short-form career videos that reached 50,000 students. Used engagement data to refine format and topics.

SKILLS

Product Strategy, Product Requirements & User Stories, Prioritization & Roadmapping, Market Research, Data Analysis, UX Research, Prototyping, Cross-Functional Collaboration

TOOLS

Python, C++, React Native, Figma, AI-assisted development (Claude Code, Cursor), Unity