

Sam i am*

Sam Yen
Product Designer

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Experience

Nike Ic.
Beaverton, OR
Apr 2025 – Present

Senior Digital Product Designer
Currently working along side product owners and engineers as lead design representative to enrich develop e-commerce across Nike.com and Nike App.

Nike Ic.
Beaverton, OR
Mar 2021 – Mar 2025

Digital Product Designer 2
Collaborated with cross-functional partners to create business strategies, iterate on designs, conduct user research studies, and oversee production process for Nike.com and Nike app's e-commerce experience. Owned multiple feature projects as design representative and drove conversion for the product page reviews, size & fit, and outfitting.

Nike Ic.
Beaverton, OR
Apr 2019 – Feb 2021

Digital Product Designer 1
Created strategies, prototypes, and user interface for Nike.com and Nike app to drive conversion through features such as Nike Fit, Chat, and Visual Search. Collaborated with cross-functional partners to create designs from concept to final production while incorporating feedbacks from peers and leadership.

Blind Studio
Santa Monica, CA
Jan 2018 – May 2018

Graphic Designer Intern
Designed the brand identity and created the brand manual for The Press, a creative workspace in Orange County. Collaborated with team members to create learning content for The Futur, an education start-up focused on the business of design.

LB Health Department
Long Beach, CA
Sep 2016 – Dec 2016

Freelance Graphic Designer
Designed a multi-media campaign for the city of Long Beach's Health Department to promote safe sex culture. Project included, campaign messaging, print-based components, interface designs, and various multi-media elements.

Grey Group China
Beijing, China
Jun 2016 – Aug 2016

Graphic Design Intern
Designed beverage package designs and presentation materials for Mengniu Dairy. Collaborated with design and marketing team to create marketing campaigns for promotion events.

Education

Art Center College of Design
Pasadena, CA
Sep 2014 – Dec 2018

**Bachelor of Fine Arts in Graphic Design
Design Matters Minor in Social Innovation**

Features & Recognition

Graphis New Talent Annual, Silver Award
JackJack Magazine (2019)

Spark Design Award, Gold Award
Long Beach Safe Sex Campaign (2017)

The Dieline, Concepts We Wish Were Real
HDX, Packaging (2016)

Features & Recognition

Proficient in: Figma, Principle, Sketch, Indesign, Illustrator, After Effects, Photoshop, Microsoft Office Suite, and Keynote

Craft: Painting, letter press, photography, illustration, book making, and laser cut

Familiar with: MadMapper, Adobe XD, Cinema 4D, Keyshot, and Solidworks

Languages: Bilingual in Chinese and English