

# Raymond Yuen

I'm a designer and illustrator who likes to code.

I've worked in games, publishing, marketing and most recently in education helping students get more engaged in their school work with topics they care about.

[www.rayuen.com](http://www.rayuen.com)

## Professional Experience

### Head of Design, NextLesson

9/2014 – 12/2016, SF

### Freelance Designer

4/2012–current

### Co-founder and Art Director, Suspended Belief Studios

2/2012 – 6/2014, SF

### Graphic Designer, Museyon Guides

3/2010 – 4/2012, NYC

### Graphic Designer, The Pokémon Company

9/2005 – 1/2010, NYC

### Graphic Designer, Equinox Fitness Clubs

4/2003 – 9/2005, NYC

## Education

Rochester Institute of Technology

September 1998 – May 2002

BFA. Graphic Design

## Things I'm Good At

Hand-drawing skills, Vector Illustration, Photoshop, Illustrator, Indesign, UI & UX, Sketch, Adobe XD, HTML, CSS/Sass, Responsive Web Design, Javascript/JQuery, PHP, Wordpress, Git and Github, Page Layout, Pre-Press

## Contact

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### NextLesson education startup

Oversaw artwork needs, managed UX and designed UI. Designed website, interactive learning platform, offline printed materials and a student interest tool. Oversaw the creation of 2,034 covers for lessons and projects. Developed art asset repo to assist art needs. Supported Marketing initiatives with collateral, conference artwork, blog design and newsletter design.

### Freelance Designer/Illustrator

Website development, collateral design, illustration work. Clients: Wired Magazine, Abriendos Puertos, Adelle Marcero, Idibon, Egg Baby, Architecture for Humanity, ForUs, Sarah Walko, Malado Baldwin, Ketti Kupper.

### Suspended Belief Studios game startup

Developed games from concepts to storyboard. Oversaw artwork creation and UX/UI and design.

### Museyon Guides travel books publisher

Design, layout and pre-press of travel guides. Worked with editors to layout 300+ page books. Implemented better methods for indexing and image pre-press.

### The Pokémon Company media franchise

Worked in a small inhouse team. Keeper of the artwork. Enforcer of the brand. Supported video-game releases, video-game strategy guides, movie/TV releases, marketing campaigns. Developed system to bring publishing strategy guides in-house. Assisted internal departments with their creative needs.

### Equinox Fitness Clubs high-end gym

Oversaw 15+ gym's collateral needs (membership cards, free passes, promotional passes) as well as one-off promotional posters. Developed signage system for new gyms.