

Cynthia Shen AI Brand/Product Designer & Creative

U.S. work authorized • No sponsorship required

Summary

Product and brand designer, 8+ years. I lead design at a B2B & B2C furniture company: e-commerce site owned end to end, assets produced through an AI pipeline I built for a 5+ designer team. Repeatedly the sole or founding designer building brands from zero, with measured results.

Experience

Lead AI Product Designer ————— 2026.1 – Present Brand/UIUX designer ————— 2025.3 -2026.1

Friant & Associates • San Leandro, CA ————— B2B & B2C Furniture Company

- **Own the new B2C E-commerce site end to end:** sitemap and IA, UI/UX for every page, brand and image guidelines, the component library, and every visual and video asset on the site, rendered from source product photos through an AI pipeline, from detail shots to full campaign sets. ATC7.6%
- **Own B2C campaign design end to end across product lines:** community persona research, five-layer message architecture, landing pages, and a 12+ placement plan. 12 page in a week. built the team's AI creative workflow pipeline during the process.
- **Defined the B2B dual-brand narrative system** (voice, color, imagery, motion) and the "storyguide" format, a dealer-facing product handbook; directed designers producing story guides for 10 products, replacing legacy product assets and unifying the Friant brand across dealer, email, and launch channels. Produced launch visuals for 5 new B2B products and set the visual standard for all marketing email. Increase the email CTR from 1.7%to 3.4%.
- **Designed and led the three-layer showroom video program for NeoCon Chicago 2026:** produced 20 of the 23 product showcase videos hands-on (Seedance, Veo) and directed a self-recruited designer pool delivering the 68+ SKU layer.
- **Rebuilt design foundations:** audited the live site (88 documented UX issues) and a 19,020-node Figma file (423 masters to 27 canonical); shipped "Component Doctor," a 2,222-line Figma plugin automating the cleanup, built with AI pair-coding (Claude Code); I defined the logic, then debugged and validated the output.
- **Manage 5+ designers:** a self-recruited contractor pool, and render vendors through brief templates and review cadences; own the annual catalog with sales, dealers, and the render team.

Founding Design Partner(Part-time) ————— 2026.3 – Present UpdateWave, Remote in CA — Construction Intelligence

- **Founding designer for a pre-permit leads marketplace,** live and billing via Stripe (\$499–\$1,999 tiers): repositioned narrative and IA; designed pricing page, login-wall strategy, and tiered CTA logic.
- **Built the brand from zero** and delivered it as Tailwind tokens for direct engineering handoff; turned raw permit data into client-ready market-intelligence reports.

Founding Designer iArt Academy (Art school, Danville) ————— 2024.5 – 2025.3

- **Owned brand, web, and enrollment marketing end to end:** logo and brand system, seasonal enrollment campaigns, course visuals, print production with outside vendors, and the website, 60+ parents inquiries and 40+ enrolled students.

Digital Designer – Sole Designer ————— 2023.5 – 2024.6 The U.S. Trading Company • Hayward, CA (B2B Food Distributor)

- **Transformed project execution:** led the Annual Product Catalog, cutting the timeline from 6 months to 2 weeks by removing bottlenecks, introducing agile workflows, and automating repetitive tasks.
- **Delivered the full marketing surface** — 2 UX/UI projects (incl. the website payment flow, low-fi → high-fi), 10+ food packages, banners, posters, monthly magazines — under a cross-platform style guide (Figma, Adobe XD).
- **Supported cross-functional growth:** workshops and design sprints with sales and IT to gather requirements and ship tailored visual assets.

UX/Visual Designer – Founding Designer ————— 2017.4 – 2020.1 Chivalri Culture Exchange • Shanghai/Hayward, CA — Education Services

- **Led strategic redesign** of all company platforms and IA around target users: +2,000 followers, average article CTR 400 → 3,000.
- **Rebuilt the branding design system** on modular principles, consult frequency +35%, marketing production speed +200% (data-informed content, peak reach 6,000 views).

510-282-9629

[linkedin.com/in/cynthia-s-b78635139](https://www.linkedin.com/in/cynthia-s-b78635139)

cynthiashen.com

cynthiasehn.artndesign@gmail.com

Creative Partner Program

Dreamina (ByteDance) 2026.1-Presnet

CapCut App ————— 2026.7-Present

ImagineArt ————— 2026.4-Present

Produce brand-grade AI video with reproducible results:

JSON-structured prompting (camera, light, material, rhythm as separate fields) that turns generative video into a stable, repeatable production process.

Created RDC workflow

with(Reference-Driven Creation), a five-stage concept-to-delivery pipeline with model-per-shot-type selection (Midjourney, Kling, Runway, Seedance, Sora); publish bilingual workflow methodology on LinkedIn.

Skills

AI Production

Claude Code, MCP, agent workflows, Codex, Midjourney, Veo 3, Wan 2.2, Kling, Runway, Dreamina/Seedance, Sora; JSON prompting;

Creative & Brand

narrative systems, message architecture, campaign design, art direction, bilingual copywriting

Product & UX

0→1 definition, conversion architecture, funnel diagnosis (GA4, Shopify), evidence-based audits, WCAG,

Systems & Tools

Figma (variables, component consolidation), design tokens, AI-assisted plugin development (Claude Code), Adobe Suite, Vercel

Education

BA in Fine Art

Shanghai Normal University

Awarded Student:

Third Prize at the 4th 'Challenge Cup'

National College Competition

First Prize at the 13th 'Zhixing Cup'

Shanghai College Competition

Certificate

DeepLearning.AI

- Agent Skills with Anthropic (2026)

Udacity Nano-Degree

- UX Designer

LinkedIn Learning Path

- Product AI designer
- Brand Design
- HTML & CSS