

Stan Yeung

Product Designer

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Product designer working across experimentation, design systems, and 0 → 1 product. On AT&T's Research & Innovation team I design and test purchase experiences for a national customer base, and I measure whether they worked. I also founded and run Daikoku NYC, a 501(c)(3) car culture nonprofit, where I designed and built the platform that operates it.

EXPERIENCE

AT&T

Oct 2021 – Present

Senior UX Designer, Research & Innovation · New York, NY

- Designed, tested, and shipped a pre-purchase self-identification component for the Bundles page, letting customers set their own context before entering the buy flow. **+20% add to cart, +14% overall order conversion, +17% fiber order conversion** against control, at a projected **~\$300,000** 30-day value.
- Identified an unbriefed opportunity from behavioral data: customers were reaching checkout with no intent to buy, using the final screen as a price calculator. Designed a persistent price estimate carried across both entry points into the wireless buy flow, improving progression, add to cart, and order conversion.
- Proposed and led the design organization's replatform from Sketch to Figma. Rebuilt **96 components** of the enterprise design system across **~48 designers** in **~3 months**, sequencing least-used components first so conventions settled before reaching the components the studio depended on daily.
- Authored the studio's Figma how-to guide and ran recurring adoption workshops.

Daikoku NYC

Jul 2022 – Present

Founder & Executive Director · New York, NY

- Founded a 501(c)(3) car culture nonprofit from zero: name, identity, mission, programming, and the operating system that runs it. Community of **41.5K** on Instagram.
- Designed and built the organization's platform end to end, replacing a form builder and a spreadsheet: public site, a searchable registry of **542 member vehicles**, event registration and approval queues, email and SMS campaigns, donations, and the staff tools behind all of it.

3rd Space Studio

2020

UX Researcher

- Researched bias in design systems and the organizational frameworks around them, working with design strategists on ethical, unbiased system design.
- Ran qualitative and quantitative studies on system bias and user-centered principles, and used Research Through Design to turn theoretical findings into actionable insight.
- Documented SOPs for design system accessibility and consistency. Findings shaped internal UX methodology for emerging creative technologies.

Showtime

2018 – 2019

Senior Art Director, Freelance

- Key art and campaign systems across streaming, social, and out-of-home. Originated the concept behind Showtime's SXSW 2019 campaign, staged as the Showtime House in Austin.

Shake Shack Hong Kong

2018

Creative Director, via Rubison Marketing Solutions

- Led creative on the launch of Shake Shack's first Hong Kong location at IFC Mall. The Wall of Shack pre-launch campaign sold out the Atrium pop-up ahead of opening and won **Best Use of Social Media at the 2018 PR Awards**.

Royal Dragon Vodka

2015 – 2017

Associate Creative Director

- Campaigns, product production, merchandise, and exhibition design. Designed the Elite Flavor travel retail collection, which won **Best Global Travel Retail Packaging** and **Star Product of the Year under US\$100** at the 2017 Frontier Awards, TFWA Cannes.

PRACTICE & TOOLS

Practice

Product design · Interaction design · Design systems · Experimentation and A/B testing · Service design · 0 → 1 product development · Creative strategy

Tools

Figma · Adobe Creative Suite · Adobe Analytics · Next.js · TypeScript · Tailwind · Supabase · Vercel · Claude Code · Codex · Airtable