

yena song

designer based
in los angeles

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interests

Exploring new places,
food, and products while
capturing those moments
through photography.

education

Art Center College of Design Sept 2015–May 2020
Product Design, Bachelor of Science
Pasadena, CA

experience

Spigen Irvine, CA

Design Lead, Jan 2024–present

Fulfill and lead multiple projects with unique
visual branding while managing the design team.

Senior Designer, Jan 2022–Jan 2024

Lead and assisted in various categories within the brand
including a sub-brand launch. Projects consisted of UI/UX for
websites, branding, social media, and Amazon contents.

Junior Designer, Aug 2020–Jan 2022

Assisted in creating digital assets to ensure brand growth
and visual story through web, social media, and Amazon contents.

Hamilton Beach Brand, Inc. Richmond, VA

Industrial Design Intern, Jan 2019–Apr 20w19

Collaborated with the Industrial Design team in supporting
new product design projects and design modifications.

Peer Coach Art Center College of Design Fall 2018

Assisted students in the product design department through
one-on-one meetings in order to help the skills needed in the field.

Teachers Assistant Art Center College of Design

Assisted teachers by guiding students through skill based
courses using Solidworks program and sewing machines.

Solidmodeling, Summer 2017

Sewing Lab, Fall 2017, Spring 2018, Fall 2018

academic projects

ArtCenter Hyundai sponsored project Spring 2018

Addressed quality of life for the elderly in
conjunction with autonomous vehicle.

ArtCenter MOCA sponsored project Fall 2017

Redesigned the public space and the experience at MOCA.
Collaboration with USC school of Architecture.

skills

design

user experience, graphic design, brand design,
visual identity, brand strategy, design research,
concept development, storytelling

software

Adobe Photoshop, Illustrator, InDesign
Premier Pro, Figma

Korean (Native) and English