

Xiaowei (Ivy) Chen

Senior Product Designer

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Product designer with 8+ years shaping 0–1 enterprise SaaS, cloud infrastructure and data center management platforms. Experienced in simplifying complexity, delivering solutions at global scale, and driving customer value, market adoption and revenue growth through cross-functional design leadership and product strategy.

EXPERIENCE

F5 (NGINX) – Senior User Experience Designer | Austin, TX (Remote) October 2024 – Present

- Shaped the future of NGINX, the world's most popular web server, by partnering with a **200+** cross-functional team to optimize and scale NGINX One, NGINX Plus, and NGINX SaaS – for multi-cloud deployment across Azure and Google Cloud.
- Owned design for NGINX SaaS, launched GA on Google Cloud in under 6 months to expand market footprint and discoverability.
- Spearheaded the design and launch of the **F5 AI Gateway** in the go-to-market strategy, delivering LLM-based data security.
- Led UX initiatives to streamline installation and boost subscription renewals, targeting **75** customers and **4,500** instances.

iFolio Cloud – Head of UX/UI | Austin, TX (Remote) April 2024 – October 2024, August 2016 – January 2017

- Directed UX/UI and product strategy for a marketing and analytics SaaS platform, secured **8** customers across top universities and banking.
- Launched a help center and knowledge base blog, strengthening customer support, brand visibility and community engagement.
- Founding solo designer of the MVP web builder, establishing the framework still powering the platform **7+** years later.
- Supports **3M+** live websites and **\$4B+** in higher-education fundraising, resulting in **50%** more donors and **45%** more funds raised.

Fungible (acquired by Microsoft Azure) – Product Designer | Austin, TX (Remote) January 2020 – September 2022

Cloud infrastructure innovator in data center orchestration; inventor of the data processing unit (DPU) powering world's fastest storage solution.

- Launched Fungible Data Center Composer from **0–1** – an industry-first product enabling fluid pools of compute, storage, and networking into virtualized bare-metal data centers, delivering **4–5x** the performance of AWS and Google Cloud for targeted workloads.
- Drove adoption with **3** major versions, secured **10+** enterprise customers, and approaching **\$1M** ARR within the first year.
- Defined UX vision and strategy for the world's first DPU-powered data center in a fast-paced, high-ambiguity go-to-market environment.
- Built **5** reusable components and comprehensive pattern guidelines for a design system, reducing development time by **~40%**.

Cloudistics (acquired by Lenovo Data Center) – Interaction Designer | Reston, VA November 2017 – January 2020

- Delivered **20+** key features for Ignite (later Lenovo ThinkAgile CP Series), a software-defined private cloud management suite that cut deployment cycles by up to **90%** with public cloud-level automation, agility, and simplicity in on-premise enterprise environments.
- Designed hybrid cloud orchestration and workload migration workflows, increased adoption by **~15%** and reduced migration errors by **~30%**.
- Built advanced dashboard data visualizations for data center health and utilization, enabling real-time insights and faster IT decision-making.

Rent. (a Redfin company) – UX Designer | Atlanta, GA September 2017 – November 2017

- Improved search and filter experiences for ApartmentGuide.com and Rent.com, increasing lead conversion by **5–10%** on web and mobile.
- Designed, prototyped and tested mobile hybrid map search feature and search list callout cards.

Coca-Cola – UX Design Intern | Atlanta, GA May 2016 – August 2016

- Redesigned dashboard monitoring **\$1M+** device assets, giving **500+** IT engineers real-time visibility into device health and usage patterns.
- Synthesized insights from **6** cross-functional interviews into an actionable design roadmap, delivered **3** key dashboard feature prototypes.

EDUCATION

Georgia Institute of Technology – Master of Science, Human Computer Interaction | Atlanta, GA 2015 – 2017

Zhejiang University (#45 U.S. News Global Ranking) – Bachelor of Engineering, Industrial Design | Hangzhou, China 2011 – 2015

RECOGNITIONS

Red Dot Design Award (top 8%) – Stablow: ergonomic household wash basin (non-slip and non-splashing) 2013

iF Design Award – Truly Touch-Type: keyboard concept 2014

Mobile HCI Conference – MusiSkate: enhancing the skateboarding experience through musical feedback 2016

Certificate of Design Patent – China (No.201420075755.3) 2014

SKILLS

- Enterprise SaaS UX:** multi-role workflows, dashboards, information architecture, data visualization, scalable design systems
- Research & Strategy:** discovery, design thinking, problem solving, user research, usability testing, journey mapping, data analysis, roadmaps
- Collaboration:** design sprints, critiques, agile/lean UX, cross-functional leadership
- Design & Prototyping:** wireframes, high-fidelity mockups, interactive prototypes, rapid prototyping
- Tools & Tech:** Figma, Adobe XD, Jira, Confluence, GitLab, Miro, LucidChart, HTML/CSS