Xiaowei (Ivy) Chen | Senior Product Designer

www.xiaowei-chen.com • ivyxiaoweichen@gmail.com • (470) 985-6888 • linkedin.com/in/xiaoweichen1/

Product designer with 8+ years building 0–1 enterprise SaaS platforms, cloud infrastructure, AI-driven tools, and mobile apps. Experienced in creating clarity out of complexity and crafting scalable design systems that grow with business needs.

EXPERIENCE

F5 (NGINX) – Senior User Experience Designer | Austin, TX **October 2024 - Present**
- Launched NGINX SaaS within 3 months, leveraging performance data and user insights to drive multi-cloud expansion across Azure and Google Cloud, achieving adoption in 5+ international markets.
- Led 3 iterative UX cycles and validated 20+ design concepts for the F5 AI Gateway, delivering LLM-based data security and bridging key usability gaps through a visualized, intuitive experience.
- Improved end-to-end user experience by designing dashboard metrics and deployment workflows through applying user-centric design solutions, boosting user engagement by 12% and user satisfaction rate by 10%.
- Led UX initiatives to streamline SaaS onboarding experience, increasing user acquisition and targeting 75 clients and 4,500 instances.
- Hosted bi-weekly 'UX office hour' sessions and maintained the internal UX charter page, aligning design priorities across product and engineering teams and managing incoming product requests.

iFolio Cloud – Head of UX/UI, Founding Designer | Austin, TX **April 2024 - October 2024, 2016-2017**
- Improved marketing campaigns and analytics experience through user feedback and data insights, increasing adoption by 20%.
- Built the help center and knowledge base by market research, reducing support tickets by 15% and boosting user engagement by 30%.
- Created the MVP web builder powering the platform for 7+ years, supporting 3M+ live fundraising campaign sites and raising $4B+, increasing donors by 50% and funds raised by 45%.

Fungible (acquired by Microsoft Azure) – Product Designer | Austin, TX **January 2020 - September 2022**
- Launched Fungible Data Center Composer from 0–1, applying market research and UX strategy to design the end-to-end SaaS experience for a virtualized bare-metal data center, delivering 4–5x AI workload performance over AWS and Google Cloud.
- Designed and delivered core experiences for environment deployment, tagging, filtering, and dashboards across 3 major releases, driving adoption among 10+ enterprise clients (including Tesla and T-Mobile) and achieving $1M ARR in the first year.
- Built 5 scalable design library components and pattern guidelines for the design system, reducing frontend development time by 40%.

Cloudistics (acquired by Lenovo Data Center) – Interaction Designer | Reston, VA **November 2017 - January 2020**
- Designed and delivered 20+ key features with iterative UX design processes, reducing deployment cycles by up to 90% through public cloud–level automation, agility, and simplicity in enterprise private cloud environments.
- Designed hybrid cloud and workload migration workflows, increasing monetization by 15% and reducing migration errors by 30%.
- Built advanced dashboard visualizations for monitoring infrastructure health, speeding up IT incident detection and resolution by ~50%.

Rent. (a Redfin company) – UX Design Contractor | Atlanta, GA **September 2017 - November 2017**
- Improved search and filter experiences for ApartmentGuide.com and Rent.com by prototyping and A/B testing mobile hybrid map search and search result list, increasing conversion rates by 5–10% across web and mobile, and enhancing search efficiency by 22%.

Coca-Cola – UX Design Intern | Atlanta, GA **May 2016 - August 2016**
- Redesigned Coca-Cola's internal device monitoring dashboard to support IT diagnostics and asset budgeting, translating insights from 6 stakeholder interviews into 3 interactive prototypes that improved data visibility by 20% and issue resolution accuracy by 15%.

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 | 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

- **Design:** User interface design, user experience design, responsive web design, mobile app design, accessibility design, agile environment, Enterprise SaaS design, design system, user flow, concept sketch, wireframes, high-fidelity prototype
- **User Research:** User interview, usability testing, A/B testing, qualitative research, quantitative research, competitive analysis
- **Tools & Tech:** Figma, Adobe XD, Jira, Confluence, GitLab, Miro, ProtoPie, Principle, LucidChart, HTML/CSS