

# Xiaowei (Ivy) Chen Senior Product Designer

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 for growth.

## EXPERIENCE

### F5 (NGINX), Senior User Experience Designer

OCTOBER 2024 - OCTOBER 2025 | AUSTIN, TX (Remote)

- 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

APRIL 2024 - OCTOBER 2024 | AUSTIN, TX; 2016-2017 | Atlanta, GA

- 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

JANUARY 2020 - SEPTEMBER 2022 | AUSTIN, TX (Remote)

- 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

NOVEMBER 2017 - SEPTEMBER 2020 | RESTON, VA

- 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 Designer

JANUARY 2017 - NOVEMBER 2017 | ATLANTA, GA

- 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

MAY 2016 - AUGUST 2016 | ATLANTA, GA

- 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%.

[www.xiaowei-chen.com](http://www.xiaowei-chen.com)

(470) 985-6888

[ivyxiaoweichen@gmail.com](mailto:ivyxiaoweichen@gmail.com)

[linkedin.com/in/xiaoweichen1/](https://linkedin.com/in/xiaoweichen1/)

## EDUCATION

### Georgia Institute of Technology

2015 - 2017 | ATLANTA, GA

Master of Science, Human-Computer Interaction

### Zhejiang University

(#45 U.S. News Global Ranking)

2011 - 2015 | HANGZHOU, CHINA

Bachelor of Engineering, Industrial Design

## 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

## RECOGNITIONS

### Red Dot Design Award (top 8%)

2013

Stablow: ergonomic household wash basin (non-slip and non-splashing)

### iF Design Award

2014

Truly Touch-Type: keyboard concept

### Mobile HCI Conference

2016

MusiSkate: enhancing the skateboarding experience through musical feedback

### Certificate of Design Patent

2014

China (No.201420075755.3)