Ping Chen

Product Designer with 4 years of experience, transforming complex human behavior and business ambiguity into data-informed UX solutions across retail, fintech, healthcare, and hospitality.

pingchendesign.com
pingc1008@gmail.com
(912)-247-9689
San Jose, CA

Experience

Nagarro • Product Designer — Jun/2023 - Apr/2025

- Collaborated cross-functionally with PMs, researchers, and engineers to define scope, shape roadmaps, run iterative design sprints, and deliver componentized design system.
- Built stakeholder alignment through strategic workshops, POCs, clear design rationale, and design critiques, driving strategic initiatives for long-term client engagements.

Key Client Projects:

Hilton Supply Management (HSM) • Tableau Report Platform Revamp

- Reduced report loading time by 60% and eliminated 93% of manual Excel clean-up, improving data accuracy and simplifying report workflows for internal users.
- Extended report-related components based on the existing HSM design system to improve the platform's readability and visual consistency.

Sodexo • Design Food Service Consumer App 0-to-1

- Led UX strategy and MVP product definition for Sodexo's consumer app to digitize its service ecosystem for 1500+ U.S. corporate and university client environments.
- Identified across-site design opportunities that supported 850k+ users in discovering, planning, and accessing meals during busy schedules.
- Designed a flexible solution with a modular and white-label system to adapt to diverse client needs and reduce service digitization friction by 47%.

BMS Eliquis • AI-Powered Medical Chatbot Redesign

- Redesigned an AI-driven experience to provide easy-to-understand and tailored treatment scope, pricing, and insurance payment info, improving chatbot adoption rate from 8% to 62%.
- Simplified navigation, resulting in a more accessible, better-controlled consultation flow among patients, caregivers, and healthcare professionals.

Eastpak • Gen Z E-commerce Experience Redesign

- Redesigned Eastpak's e-commerce platform to expand market presence among Gen Z shoppers.
- Uncovered Gen Z shopping needs for peer validation, user-generated content, and lifestyle fit through UX audits and user journey mapping.
- Led the UX product vision focused on increasing engagement time and simplifying decision-making, increasing conversion rate by 39%.

Google • UX Designer, SCADpro — Sep/2022 - Nov/2022

- Designed a gamified credit card simulation within the Google Pay app to educate Gen Z users on credit card financial literacy and leveraged Google Ads engine to recommend credit card options based on user transactions, resulting in stakeholder buy-in and concept development.

Midea • Interaction Designer Intern — Oct/2020 - Feb/2021

- Developed service vision for Midea's new omni-channel IoT retail store, enabling easy multi-dimensional discovery of smart home products.
- Designed a digital interactive shelf to ensure seamless omnichannel retail integration.

Meituan • Product Design Intern — Mar/2019 - Aug/2019

- Refined bike model based on market feedback, impacting over 1B+ users.
- Iterated brand identity that met stakeholder expectations during the brand acquisition phase.

Education

Interactive Design Industrial Design

Master of Fine Arts
Savannah College of Art and Design

Product Design

Bachelor of Arts
University of Shanghai for Science and Technology

Skills

Design Skills

- End-To-End Design
- User-Centered Design
- Design Thinking
- Contextual Research
- Design Strategy
- Low-High Fi Wireframing
- Prototyping
- Information Architecture
- Design System
- Responsive Design
- User Testing Implement
- Motion Media Design

Soft Skills

- Cross-Functional Collaboration
- Data-Driven Decisions Making
- Team Harmonizer
- Stakeholder Management
- Task Prioritization
- Workshop Facilitation
- Problem Framing
- Systems Thinking
- Open Mindset
- Curiosity Explorer

Tools

- Figma
- Framer
- Sketch
- Miro
- Notion
- Adobe CC (XD, PS, AI, AE, PR)
- Dovetail
- Userinterview.com