

Ping Chen

Senior Product Designer simplifying complex systems and business ambiguity into data-informed UX solutions across AI, retail, fintech, and hospitality.

pingchendesign.com
pingc1008@gmail.com
(912)-247-9689
San Francisco Bay Area

Experience

ComfyUI • Product Designer

Apr/2025 - Now

- Designed AI-native interfaces for 2.4M+ global power users and technical teams, translating generative AI into workflows that balance simplicity with advanced capabilities.
- Owned end-to-end design, from identifying problems and wireframes to handoff and QA.
- Built and scaled a design system from scratch, establishing visual identity, scalable components, and interaction patterns, accelerating product development.
- Delivered scalable solutions for APIs and B2B-facing domains, enhancing discoverability and improving efficiency in managing large data and model pipelines.

Nagarro • Product Designer

Aug/2023 - Jan/2025

- Collaborated cross-functionally with PMs, researchers, and engineers to define scope, shape roadmaps, run iterative design sprints, and deliver componentized design system.
- Drove long-term client engagements through strategic workshops and clear design rationale.

Key Client Projects:

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

- Led UX strategy and MVP product definition for Sodexo's first consumer app that supported 850k+ users in discovering, planning, and accessing meals during busy schedules.
- Identified cross-site design opportunities across 1,500+ U.S. sites, and designed a modular feature solution with white-labeling to adapt to diverse sites needs and reduce service digitization friction by 47%.

Hilton Supply Management (HSM) • Tableau Report Platform Revamp

- Reduced report loading time by 60% and eliminated 93% of manual Excel cleanup, 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.

Eastpak • Gen Z E-commerce Experience Redesign

- Led the UX product vision to expand market presence among Gen Z by increasing engagement time and simplifying decision-making, which increased conversion rate by 39%.
- Uncovered Gen Z shopping needs for peer validation, user-generated content, and lifestyle fit through UX audits and user journey mapping.

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
- Leveraged Google Ads engine to recommend credit card options based on user transactions, resulting in stakeholder buy-in and concept development.

Midea • Product Designer

Sep/2019 - Aug/2021

- Collaborated with GTM, retail operations, and engineering to develop Midea's first omnichannel IoT retail store to drive seamless discovery and purchase touchpoints of smart home appliances.
- Designed UI for in-store digital interactive shelf that enabled in-store browsing with ship-to-home fulfillment and integrated CRM to store system, resulting in a 67% higher conversion rate and a 54% reduction in sales staff workload compared to traditional retail.

Meituan • Product Designer

Mar/2019 - Aug/2019

- Refined bike model based on market feedback, impacting 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
- Tailwind CSS
- Prime Vue