

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.

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Experience

ComfyUI • Product Designer

Apr/2025 - Now

- Designed AI-native interfaces for 2.4M+ global power users and technical teams, translating generative AI capabilities into workflows that balance simplicity with advanced depth.
- 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 to accelerate 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.
- Built stakeholder alignment through strategic workshops, POCs, clear design rationale, and design critiques, driving strategic initiatives for long-term client engagements.

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 across-site design opportunities for 1500+ U.S. sites, designed a flexible solution with a modular and white-label system 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 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.

Eastpak • Gen Z E-commerce Experience Redesign

- 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 to expand market presence among Gen Z shoppers 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 • Product Designer

Sep/2019 - Aug/2021

- Collaborated with GTM, retail operations, and engineering to develop Midea's first omni-channel IoT retail store to drive seamless discovery and purchase 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 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
- Tailwind CSS
- Prime Vue