

# Ping Chen

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## Experience

### Nagarro • Product Designer

Jul/2023 - Mar/2025

- Built UX strategies, digital brand and product experiences across retail, hospitality, pharma, finance and education.
- Collaborated with cross-functional teams to translate complex briefs and insights into clear, prioritized design decisions.
- Led end-to-end design processes, driving research, ideation, prototyping, testing, and delivery to create digital products that align user needs with business goals and technical capabilities.
- Earned client trust by navigating ambiguity, clearly communicating design rationale, and facilitating workshops and POCs to drive strategic buy-in.

#### Key Project Examples:

#### Hilton Supply Management (HSM) • Tableau Report Platform Revamp

- Reduced data loading and report export time by 60%, and improved data export accuracy by eliminating 93% of manual Excel report clean-up.
- Extended report-related components based on the existing HSM design system to improve the platform's readability and visual consistency.

#### Sodexo • Food Service Consumer App MVP

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

#### BMS Eliquis • AI-Powered Medical Chatbot Redesign

- Improved live chatbot adoption rate by redesigning an AI-driven experience.
- Simplified navigation, resulting in a more accessible, easy-to-understand consultation flow among patients, caregivers, and healthcare professionals.

#### Eastpak • Gen Z E-commerce Experience Redesign

- Redesigned Eastpak's e-commerce platform to boost brand loyalty and increase conversion rates among Gen Z shoppers.
- Uncovered Gen Z shopping needs for peer validation, user-generated content, and a mobile-first experience through UX audits and user journey map.
- Led the UX product vision focused on increasing engagement, simplifying decision-making, reducing abandonment rate.

### 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 1M users.
- Iterated brand identity that met stakeholder expectations during the brand acquisition phase.

## Education

### MFA, Interaction Design

Savannah College of Art and Design I 2019-2023

### BA, Product Design

University of Shanghai for Science and Technology I 2015-2019

## Skills

### Design Skills

- User-Centered Design
- Design Thinking
- Contextual Research
- Design Strategy
- User Flows
- Low-High Fi Wireframing
- Prototyping
- Information Architecture
- Design System
- User Testing Implement
- Motion Media Design
- 3D Computer-Aid Design

### Soft Skills

- Cross-Functional Teamwork
- Team Harmonizer
- Stakeholder Management
- Task Prioritization
- Workshop Facilitation
- Problem Framing
- Systems Thinking
- Open Mindset
- Curiosity Explorer

## Tools

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