

# Frank Chen

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## EXPERIENCE

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### • Typeface.ai

Senior Product Manager

Palo Alto, CA

Jan 2023 - Present

- **0-1:** Launch Typeface from stealth & close several key enterprise pilots as the first PM hire after Head of Product
- **Generative AI:** Ship brand kit & image studio, category-defining generative AI features, enabling marketers to create & edit high velocity, on-brand content such as banner images, product shot photos, & social channel ads
- **Imaging:** Lead product for image generation (foundational models, prompt engineering), training (object, style, fine-tuning), editing (inpainting, color, lighting, effects), & export (upscaling, file formatting)
- **Growth:** Define product onboarding experience with demos, videos, & documentation for accelerating PLG motions with hundreds in waitlist & supporting enterprise customers from initial call to customer success
- **Partnerships:** Enable best-in-class foundational models by collaborating with Google, Microsoft & Adobe

### • Twitter

Senior Product Manager

San Jose, CA

Aug 2021 - Dec 2022

- **Personalization:** Lead adoption of geo, user, & content signals to improve new user onboarding experience with XFN product, engineering, & data science in company-wide initiative, leading to a combined +0.8M DAU
- **User signals:** Improve developer productivity on TwHIN (Twitter Heterogenous Info Network) embeddings for home timeline/notifications/ads candidate generation & ranking, to a combined +0.3M DAU & +3% revenue
- **Geo modeling:** Produce high quality location signals to enable downstream notifications & ads targeting models to serve more diverse & locally relevant candidates, leading to +0.2M DAU & +1% revenue
- **Build vs. buy analysis:** Drive company-wide consensus on the multi-year build vs. buy analysis for Spaces audio transcription, with strategic cost projections, break-even estimates, and R&D risk mitigations
- **Legal & privacy clearance:** Create data privacy impact assessment (DPIA) to align stakeholders in product, legal, & privacy on data lineage, retention, responsible ML; accelerate review sign-offs from months to days

### • Microsoft

Product Manager II

Redmond, WA

Aug 2017 - Jul 2021

- **Connected Spaces:** Ship Connected Spaces, a retail AI business in the low-code computer vision domain, into public preview in the US & UK, in collaboration with a GTM team of eng, legal, finance, marketing
- **AI skills workflow:** Collaborate with designers, engineers, & PMs on a metrics-informed AI skills setup, config, consumption experience on scenarios to aid front-line workers during Covid-19
- **Unified telemetry:** Build 0-1 scalable, reliable, & cost effective telemetry platform, & grow product adoption across hundreds of engineering & data science teams

## EDUCATION

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### • University of Washington

Master of Science in Data Science

Seattle, WA

Sep. 2018 - Apr. 2020

### • University of California, Los Angeles

Bachelor of Science in Computer Science

Los Angeles, CA

Sep. 2013 - Jun. 2017

## PRODUCTS

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- **Typeface.ai:** Enterprise generative AI product to supercharge personalized content creation for work
- **Twitter Cortex:** Signals products that provide capabilities such as geo, user, nlp, media, knowledge graph for Twitter
- **Connected Spaces:** Retail AI product to optimize in-store operations via traffic, queue, & engagement analysis
- **CompSci 88S:** Designed & lectured UCLA course on cybersecurity, reaching an international audience of 1400+

## SKILLS

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- **Languages:** Chinese (fluent)
- **Product Development:** GenAI, Personalization, Recommendation systems, ML infra, GTM, Computer vision
- **Code/Tools:** Python, SQL, MixPanel, Figma