Frank Chen

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EXPERIENCE

- **Typeface.ai** — Palo Alto, CA
  Staff Product Manager — *Jan 2023 - Present*
  - **0-1**: Launch Typeface from stealth & close several F500 enterprise customers as the first PM hire after CPO
  - **Generative AI**: Ship brand kit, image studio, & inspiration flow – category-defining genAI features that enable marketers to create & edit on-brand content such as banner images, product shot photos, & paid media ads
  - **Imaging**: Lead product for image generation (t2i, product insertion), training (object & style loras), editing (inpainting, outpainting, contextual erase, background removal), & export (PSD integration, upscaling)
  - **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 & workflows with Google, Microsoft & Adobe

- **Twitter** — San Jose, CA
  Senior Product Manager — *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** — Redmond, WA
  Product Manager II — *Aug 2017 - Jul 2021*
  - **Connected Spaces**: Launch 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

- **University of Washington** — Seattle, WA
  Master of Science in Data Science — *Sep. 2018 – Apr. 2020*

- **University of California, Los Angeles** — Los Angeles, CA
  Bachelor of Science in Computer Science — *Sep. 2013 – Jun. 2017*

PRODUCTS

- **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

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