Charles Wu

Staff Product Designer

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About

I'm a problem solver and deep thinker, with deep expertise in building scalable enterprise features, specializing in access controls and AI integration.

Inspired by sci-fi narratives that explore AI's potential, I'm dedicated to designing intuitive platforms

Design

Product design
Design Systems
Prototyping
Access Controls
UXR
Accessible Design

AI Expertise

GenAI
AI Integration
Ethical AI
Workflow Automation

People & Leadership

Design Workshops
Product Roadmapping
Mentorship
Team Leadership
Inclusive Design

Education

Systems Design Engineering
University of Waterloo

Experience

Sr Product Designer, Asana — 2023–Present

- Led design for enterprise access control systems, including visibility, editing permissions, and security features for enterprise accounts, impacting over $100MM in ARR across while reducing churn and improving retention
- Established standards for cross-functional teams to ensure consistency, reducing user error and supporting expansion into regulated enterprise markets
- Designed AI-automated access control workflows for roadmap planning and decision support, aligning with product strategy and leadership goals
- Mentored junior designers and facilitated org-wide workshops around design tooling and AI workflows to cultivate innovation

Sr Product Designer, Calendly — 2021–2023

Enterprise Products

- Transformed enterprise admin onboarding and security workflows, driving over 25% improvement in CSAT
- Spearheaded the design and launch of Calendly Analytics, achieving over 60% user adoption and sharply decreasing churn over 6 months

Foundational Design (Trust, Tools, Process)

- Improved customer-facing operational tooling (self-service auth, spam prevention), reducing support workload by 20%
- Elevated design craft across teams through tooling and process improvements, improving overall design quality and operational efficiency

Sr Product Designer, LivePerson — 2019–2021

- Designed LiveEngage (AI-powered chat platform) for Fortune 500 clients; improved task completion speeds by 160%+ and improved customer satisfaction by 15%
- Built and scaled company-wide design system with polished typography, accessibility, color consistency, and visual hierarchy

Sr UX Developer, Highline Beta — 2018– 2019

- Rapidly prototyped enterprise products alongside startups; built design systems that validated product-market fit for 0–1 stage products

UX Developer, Thrive Career Wellness — 2016– 2018

- Delivered core platform enhancements that increased CSAT from ~60% to ~90%
- Standardized usable design patterns and interfaces across devices and user groups

UX Developer, DIVE Networks — 2015– 2016

- Designed and optimized platform features with scalable design standards that improved usability across diverse user bases, and streamlined engineering deployments across multiple device types