

# Shengfan He 何升帆

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## TikTok

2022.7 - Now Shanghai, CN

### Design Lead

- Led the platform product design team to build B2B products for both internal operation teams and external partner companies to empower TikTok's global content & creator operation, copyright management, data protection & privacy compliance and other key business areas.
- Fostered the collaboration between various XFN teams and design to achieve company-level goals: user & content growth and compliance through platform product design that digitalize workflows.
- Standardized SaaS products while designing solutions for other overseas businesses including Lark, PICO, CapCut, Lemon8 etc.

## Magnify

2021.11 - 2022.7 Remote

### Founding Designer

- Worked with CEO and VC team to build the MLP of Magnify post-sale orchestration platform with novel AI and automation product features.
- Built design system for the SaaS platform and defined the overall branding for various GTM touch points.

## Volcano Engine

2020.10 - 2021.11 Shanghai, CN

### Design Lead

- Led the product design for a startup project that turns Bytedance's hyper advanced ClickHouse data warehouse system into a Database-as-a-service (DaaS) product targeting the market of Snowflake.
- Shipped the MVP in 4 months and designed the marketing website. facilitated a few iterations thru user research with key customers.

## Indiana University Bloomington

Human Computer  
Interaction

## South China University of Technology

Industrial Design  
Engineering

## Salesforce

2016.7 - 2020.9 New York, US

### Senior Product Designer

- Led the design initiative of building customer data platform (CDP) based on the technology from the acquisition of Datorama. Delivered the new product *Customer 360 Audience* which greatly enhanced the integration capability of Salesforce's marketing CRM products.
- Designed the interaction framework for the marketing automation tool *Journey Builder*. Conducted user research with different clients across the globe to standardize and optimize user flows .
- Contributed to the component library of Lightning Design system.