Frank Chen

Email: lianchen16@gmail.com

Phone: +1 425.785.4371

Website: https://unparadise.github.io/#

Experience

Senior Product Manager, Teams, Microsoft (2022.01 – present)

Responsible for driving and delivering the out of Store apps discovery and acquisition experience

- Increased Platform app installers metric (KR for FY22) by 3% by shipping three in-context Stores.
- Improved the Platform team's Customer Driven score by 5 points via initiating and leading multiple efforts such as organizing customer interviews and setting up share-out sessions for customer feedback collection framework.
- Leading the out of store app discovery, acquisition, and engagement strategy.
- Leading the contextual intelligent app suggestion space that leverages AI.

Senior Product Manager, APS (Apps, Partners, and Store), Microsoft (2019.04 – 2022.01)

Responsible for driving and delivering the Windows inbox apps experience

- Pitched and led the Focus sessions feature for Windows 11. I led the incubation of the idea, the collaboration between internal teams (including Windows and Microsoft research) and external partner (Spotify), and shipped the feature. The feature was highlighted in Windows 11's marketing campaign and called a game changer by Panos in his Windows 11 announcement tweet.
- Increased the percentage of projects verified by user research before coding to 50% through implementing a process to triage and prioritize research requests with the central research team.
- Reduced the time it takes to fix top customer issues by 30% via initiating and driving the monthly customer feedback report.
- Filed 3 patents to protect Microsoft's IP.

Senior Product Manager, Outlook.com, Microsoft (2018.01 – 2019.04)

Responsible for driving and delivering the Outlook.com Search experience.

- Led the Interactive Guided Formulation feature for search on Outlook.com. I led the incubation of the idea, collaboration between MSR and Outlook.com, and development of the feature. I also initiated collaboration with the Compass program (user research program) to leverage research resource. The feature increased Search Success Rate up by 3.6% and Time to Success by 2.2%.
- Converted 1 commercial customer from Gmail to Outlook.com in the time I was in the team by identifying and leading the delivery of the Advanced Search feature.
- Reduced the customer feedback response time by approx. 10% through organizing a monthly v-team top customer feedback review meeting.

Senior Lead User Experience Designer, Windows NEXT, Microsoft (2017.01 – 2018.01)

Responsible for incubating experiences that bring coherence to Windows desktop and HoloLens.

- Increased HoloLens developer signup at Microsoft 2018 Build conference by 5% with one of the incubation projects I led.
- Led UX design of 2 incubation projects from which 6 patents were filed in 6 months that helped to protect Microsoft IP.

Senior User Experience Designer, WDG, Microsoft, Seattle (2015.12 – 2017.01)

Responsible for evolving the Bing Rewards product to Microsoft Rewards.

- Led the new user experience design of the Microsoft Rewards which increased the monthly user engagement by 3%.
- Brought different teams together to create a united vision for Microsoft Rewards and Microsoft Membership which evolved to Microsoft 365 later.

UX Designer 2, Do More Experience, ASG, Microsoft, Seattle (2014.09 – 2015.12)

Responsible for incubating productivity experiences on mobile devices to help on ramp users to Office 365.

- Led the design and launched one people focused productivity app (Bloom) on iOS internally in Microsoft.
- Built a highly collaborative, multi-disciplinary culture in the team that reduced the iteration cycle by 16% (from 6 weeks to 5 weeks).

Founder, ComicZone (2010.04 – 2011.09)

- Founder, designer, business developer of a comic book platform on iPad. The platform we created composed of a website that allowed the comic artists to publish their work and an iPad app that allowed comic fans to read and purchase comic books.

UX Designer 2, Windows Phone Design team, Microsoft (2008.09 – 2014.09)

- Responsible for designing the first generation of the Cortana experience and the Eastern Asian input experiences (Chinese, Japanese, and Korean) on Windows Phone.
- Led the Eastern Asian Input design team (3 on-site designers, 1 remote designer and 1 remote user researcher) to deliver the EA input experiences. The Chinese keyboard was ranked **The Best Chinese Input** on the market that year.
- Drove the streamlining and optimization of the design process in the studio. Created design implementation tools (Redliner) which helped to improve the designers' performance at the implementation stage by 20%.
- Helped to grow the team more than 100% (from 4 persons to 9 persons including designers and user researchers) in one year.

Awards & Education

- Won the Engineering Excellence award in the Windows Phone Group in 2008.
- Won Golden Star award in Windows Phone Group in 2010 and 2011.
- **Master of Design**, Monash University, Australia – Graduated with High-distinction. 2 years of International Deans Scholars Award
- **Bachelor of Architecture**, Chang'an University, China – Graduated with Distinction. Outstanding Graduate and 2 years of outstanding student scholarships

Referral

- Michael Harnish, Principle Creative Lead, Minecraft Core RD, mharnisch@gmail.com
- Eric Chang, Partner Director, Microsoft Research Asia, eric.i.chang@outlook.com