

WEI CHEN

Product Designer & Manager

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Work Experience

Mar 2021 - Present | Mountain View, CA

Yahoo, Inc.

Product Design Director | Senior Design Manager

- Led the overall AI design strategy for Yahoo DSP, driving innovation through competitive analysis, benchmark studies, iterative design workshops, pattern refinement, and the establishment of design standards.
- Established data-driven design accountability, implementing monthly performance monitoring, reporting, and anomaly resolution processes
- Led multiple tactical and exploratory projects on the key campaign workflow, including Audience Builder, DSP Dashboard, Inventory, and Report Center.
- Advocated for system design consistency by conducting a comprehensive design audit of the entire DSP system, generating actionable insights and backlog items to integrate into product quarterly roadmaps
- Optimized team operations, including design quarterly planning, standardized hiring process, talent development, role allocation, and performance management.
- Fostered team culture and collaboration through weekly design critiques, monthly knowledge shares, team-building initiatives, and recognition programs

Jul 2014 - Mar 2021 | Sunnyvale, CA

Yahoo, Inc.

Principal/Senior Product Design

- Led design efforts for the integration of Gemini (native ads) into DSP (omni-channel platform), providing both tactical and strategic solutions
- Led product design for Yahoo Gemini's native advertising platform, encompassing campaign creation, performance optimization, reporting dashboards, actionable insights, and budget planning tools.

Apr 2010 - Jul 2014 | Irvine, CA

Blizzard Entertainment

Associate UX Designer

- Design the customer support center for Battle.net

Summary

A passionate product design lead with over 15 years of experience in enterprise UX design. I'm always striving to balance user needs and business goals by focusing on user-centered design principles and a lean UX methodology.

Education

M.S. Human-Computer Interaction

University of Michigan, Ann Arbor
2006 - 2009

B.S. Information System

Sun Yat-sen University
2002 - 2006

Skills

Tools

Figma
Adobe Suite
Sketch
InVision
JIRA

Methods

Competitive Analysis
Benchmark Study
Storyboarding
Design Principles
Wireframing & Prototyping
Workflow Mapping & Analysis
Usability Testing
User Journey Study
Empathy Mapping