

CHEN HU

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Product Design Lead with 10 years of experience leading strategy and design for AI-powered products, enterprise platforms, and global payment ecosystems. Driving product vision alongside executives and cross-functional leaders to define product vision and deliver measurable business outcomes.

EXPERIENCE

03.2022 – 09.2026

STAFF UX DESIGNER, VISA

- **Drove global issuer enablement for cloud token framework from ~40% to ~85%** in 2023 by delivering authentication flows, targeted UX strategies, and optimized CX journeys for enterprise partners.
- **Defined the UX vision and strategy** for global tokenization and agentic e-commerce platforms, aligning leadership across multiple departments to translate emerging AI capabilities into scalable enterprise experiences.
- **Led end-to-end design for AI-assisted commerce experiences**, rapidly validating concepts through production-quality prototypes built with Claude Code, Replit, and ChatGPT to accelerate product direction.
- **Influenced Product, Engineering, Research, Marketing, Legal, and Data Science leaders** across global organizations to establish enterprise-wide customer experience standards adopted by teams worldwide.
- **Led cross-regional design initiatives** with EU and APAC teams to launch Click-to-Pay features, including integrated installment options, adapting the core flow to localized market constraints.
- **Mentored designers and interns.** 2 out of 3 intern teams I mentored won the regional challenge.
- **Fostered a collaborative team culture** by facilitating cross-functional workshops, including team retrospectives and customer obsession workshop.

07.2021 – 03.2022

SENIOR EXPERIENCE DESIGNER AND RESEARCHER, KEAP

- **Optimized Free Trial experience and improved conversion by 52.4% in 2021.**
- **Established an organization-wide UX research and experimentation cadence** that informed roadmap prioritization and product decisions.
- **Led persona research, competitive analysis, pricing/positioning efforts** across teams.
- Conducted usability and A/B testing to improve adoption and customer experience.

01.2020 – 07.2021

SENIOR EXPERIENCE DESIGNER, KEAP

- Led redesign of the resource content hub; **decreased bounce rate by 28% and increased sessions per visit by 27%.**
- **Led collaboration workshop** with cross-functional teams.
- **Facilitated cross-functional workshops** and contributed to improved site conversion strategies.
- **Design and developed the optimized customer journey** across marketing channels for suspects and prospects to become customers.

04.2018 – 09.2019

UI/UX DESIGNER, AMERICAN EXPRESS

- **Led end-to-end design for 18 platform features**, from discovery and research through implementation, enabling data-driven workflows for enterprise users.
- **Delivered strategic and data-driven design decisions** related to core features.
- **Designed and delivered user flow, information architecture, and user interaction** based on user research insights, business requirements, and technical limitations.

- Integrated the UX design process into Agile.
- Updated and maintained the Style Guide to ensure the consistency of the application.
- Conducted A/B Testing and usability test to validate design decisions.

01.2018 – 06.2018

GRAPHIC DESIGN CONSULTANT (ACCESSIBILITY), AUDIOEYE

10.2017 – 06.2018

UI/UX DESIGNER, ALPHA STUDIO LLC

09.2016 – 05.2017

GRAPHIC AND WEB DESIGNER, ARIZONA STATE UNIVERSITY

EDUCATION

07.2018 – 07.2021

EMBA - IT, OTTAWA UNIVERSITY

08.2015 – 05.2017

MASTER OF INDUSTRIAL AND PRODUCT DESIGN, ARIZONA STATE UNIVERSITY

09.2011 – 06.2015

**BACHELOR OF INDUSTRIAL AND PRODUCT DESIGN, CENTRAL SOUTH
UNIVERSITY OF FORESTRY AND TECHNOLOGY**

RECOGNITION & CERTIFICATION

- **100 MENTOR LIST FOR 2025**, ADPLIST, APRIL 2026
- **100 MENTOR LIST FOR 2024**, ADPLIST, FEB 2025
- **TOP 1% MENTOR**, ADPLIST, OCT 2023 – DEC 2024
- **ATTENTION BASICS, PEOPLE & PSYCHOLOGY**, CXL, JUNE 2024
- **POSITIVE PSYCHOLOGY**, UC BERKELEY EXTENSION, MAY 2023

SKILLS & TOOLS

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| • UI/UX design | • Claude/Replit/ChatGPT/Gemini |
| • Information architecture design | • Figma/ Sketch |
| • Business strategy & marketing research | • Adobe Firefly /AI/PS/AE/XD/ID |
| • UX research/Data analytics | • 3D Studio Max/CAD |