Ping Chen

Product Designer with 4 years of experience, building UX strategies, digital experiences across retail, fintech, healthcare, and hospitality.

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Experience

Nagarro • Product Designer
Jun/2023 - Mar/2025

- Collaborated with cross-functional teams to translate complex briefs and insights into clear, prioritized design decisions.
- Led end-to-end design processes, driving research, ideation, prototyping, testing, and delivery to create digital products that align user needs with business goals and technical capabilities.
- Earned client trust by navigating ambiguity, clearly communicating design rationale, and facilitating workshops and POCs to drive strategic buy-in.

Key Project Examples:

Hilton Supply Management (HSM) • Tableau Report Platform Revamp

- Reduced data loading and report export time by 60%, and improved data export accuracy by eliminating 93% of manual Excel report clean-up.
- Extended report-related components based on the existing HSM design system to improve the platform's readability and visual consistency.

Sodexo • Design Food Service Consumer App 0-to-1

- Led UX strategy and MVP product definition for Sodexo's consumer app to digitize its service ecosystem for U.S. corporate and university clients.
- Identified across-site design opportunities that supported 850k+ users in discovering, planning, and accessing meals during busy schedules.
- Designed a flexible solution with a modular and white-label system to adapt to diverse client needs and reduce service digitization friction by 47%.

BMS Eliquis • AI-Powered Medical Chatbot Redesign

- Redesigned an AI-driven experience to provide easy-to-understand and tailored treatment scope, pricing, and insurance payment info, improving chatbot adoption rate from 8% to 62%.
- Simplified navigation, resulting in a more accessible, better-controlled consultation flow among patients, caregivers, and healthcare professionals.

Eastpak • Gen Z E-commerce Experience Redesign

- Redesigned Eastpak's e-commerce platform to expand market presence among Gen Z shoppers.
- Uncovered Gen Z shopping needs for peer validation, user-generated content, and a mobile-first experience through UX audits and user journey mapping.
- Led the UX product vision focused on increasing engagement time and simplifying decision-making, increasing conversion rate by 39%.

Google • UX Designer, SCADpro
Sep/2022 - Nov/2022

- Designed a gamified credit card simulation within the Google Pay app to educate Gen Z users on credit card financial literacy and leveraged Google Ads engine to recommend credit card options based on user transactions, resulting in stakeholder buy-in and concept development.

Midea • Interaction Designer Intern
Oct/2020 - Feb/2021

- Developed service vision for Midea's new omni-channel IoT retail store, enabling easy multi-dimensional discovery of smart home products.
- Designed a digital interactive shelf to ensure seamless omnichannel retail integration.

Meituan • Product Design Intern
Mar/2019 - Aug/2019

- Refined bike model based on market feedback, impacting over 1B+ users.
- Iterated brand identity that met stakeholder expectations during the brand acquisition phase.

Education

MFA, Interaction Design
Savannah College of Art and Design I 2019-2023

BA, Product Design
University of Shanghai for Science and Technology I 2015-2019

Skills

Design Skills

- User-Centered Design
- Design Thinking
- Contextual Research
- Design Strategy
- User Flows
- Low-High Fi Wireframing
- Prototyping
- Information Architecture
- Design System
- User Testing Implement
- Motion Media Design
- 3D Computer-Aid Design

Soft Skills

- Cross-Functional Collaboration
- Team Harmonizer
- Stakeholder Management
- Task Prioritization
- Workshop Facilitation
- Problem Framing
- Systems Thinking
- Open Mindset
- Curiosity Explorer

Tools

- Figma
- Framer
- Sketch
- Miro
- Notion
- Adobe CC (XD, PS, AI, AE, PR)
- Dovetail
- Userinterview.com