

Chengsu Chen

Product Designer

chengsuchen.com

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EXPERIENCE

Block (E-commerce) / Senior Product Designer

May 2022 - Present / San Francisco, CA (Remote)

- Leading the design of Square Online's website editor

Coinbase (Growth) / Product Designer II

Mar 2021 - May 2022 / San Francisco, CA (Remote)

- Led overall design strategy, roadmap planning, and the execution of designs that improved trades by +2% every quarter
- Redesigned the Coinbase referral experience which increased conversion by +16.4% and referred first buys by +4.1%

Brain Station / Lead UX Design Instructor

July 2021 - Apr 2022 / Remote

- Led lecture and provided project feedback for all UX students

Facebook / Product Designer I & II

Special Countries & Emerging Markets (Growth)

Jan 2020 - Mar 2021 / Menlo Park, CA

- Led design thinking and partnered with cross-functional team to ship three new features for new users in India; increasing friend requests sent by +7.4% and requests accepted by +12.2%

Signals & Delivery (Ads & Business Products)

Oct 2017 - Jan 2020 / Menlo Park, CA

- Collaborated with engineers, PM, Content Strategy, and Product Marketing to design and ship Event Suggestions, which unlocked \$40M/7d in ad revenue for the Facebook app SDK

Apple Inc. / Design Intern

Jun - Sep 2017 / Cupertino, CA

- Conducted research, interviewed stakeholders, and collaborated with designers and editors to create instructional content for Siri

Google / UX Design Intern

Jun - Sep 2016 / Mountain View, CA

- Researched, tested, and shipped the redesign of the My Apps and Games mobile experience in the Google Play store

EDUCATION

University of Washington /

B.S. in Information Science
(Human-Computer Interaction)
B.A. in Business (Marketing)

2012 - 2017 / Seattle, WA

Certificate of International Studies (China)
Dean's List: 2015, 2017

Peking University / Product Design

Aug - Sep 2014 / Beijing, China

Study abroad

SKILLS

Interaction Design • Visual Design •
Prototyping • Branding • User Research •
Graphic Design • Video Editing • Journey
Mapping • Product Strategy

TECHNICAL

Java • JavaScript • HTML/CSS • Figma •
Principle • Sketch • Adobe Creative Suite

LANGUAGES

English (Native)
Mandarin Chinese (Conversational)

ACTIVITIES

Adplist.org / Mentor (Apr 2022 - present)

Helping people learn about Product Design, strategy, communication, and collaboration

Builtbygirls.com / Mentor (2019 - 2021)

Mentored university STEM students who are exploring careers in tech