Chengsu Chen

Product Designer

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EXPERIENCE

Coinbase / Product Designer II

Mar 2021 - Present / San Francisco, CA

- Lead overall design strategy, experimentation, and roadmap planning and execution for Engagement (Growth)
- 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 - April 2022 / Remote

- Lead lecture and provide project feedback for all students participating in the UX Design program

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 Platforms)

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 • Design Workshops • Video Editing • Product Strategy

TECHNICAL

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

LANGUAGES

English (Native)

Mandarin Chinese (Conversational)

LEADERSHIP

Facebook / Intern Manager (2020)
Managed a Product Design intern who successfully converted to full-time

Builtbygirls.com / Mentor (2019 - 2021)
Mentored university STEM students who are exploring careers in tech