

Ken Chen

dk4jo3.github.io/design

kowei.y.chen@gmail.com

Boston, MA • (857) 707-6512

SUMMARY

Product Designer with 8+ years of experience bridging high-fidelity design craft with rigorous business strategy. Expert in scaling Design Operations, mentoring high-performing teams, and launching zero-to-one Enterprise SaaS solutions that align user needs with commercial goals. Proven track record of reducing engineering friction through robust design systems and driving product vision through executive-level stakeholder alignment.

PROFESSIONAL EXPERIENCE

Senior Product Designer

ZS & Associates

Oct 2022 - Present

Boston, MA

- Balance big-picture strategy with detailed interaction design, producing comprehensive assets including user flows, journey maps, and high-fidelity mockups for AI-integrated solutions.
- Conduct heuristic evaluations and monitor behavioral analytics of existing products to identify friction points, proposing elegant, effective solutions that optimize the overall user experience.
- Defined and advocated for a unified voice and tone system, collaborating with Marketing and Sales to strengthen Net Promoter Scores (NPS) and ensure brand coherence across multi-pillar initiatives.
- Present innovative approaches to complex design problems through detailed specifications and presentations, effectively balancing business objectives with user needs.

Senior Product Designer

Epsilon Data Management

Sep 2021 - Oct 2022

Boston, MA

- Produced all critical design assets—from initial concept designs and wireframes to detailed user scenarios—for a zero-to-one data platform, ensuring intuitive navigation for complex data sets.
- Worked within a small, empowered product team, collaborating closely with engineers to ensure the smooth technical implementation of sophisticated interaction elements.

Founding Product Designer

Artfuse

Sep 2016 - Sep 2021

Syracuse, NY & Remote

- Directed end-to-end product vision and research strategy, translating user insights into a roadmap that secured seed funding and Founder's Institute admission.
- Designed high-fidelity prototypes and a compelling pitch deck that propelled Artfuse to accelerator finals, securing admission to Founder's Institute and seed-round funding.

EDUCATION

Duke University

The Fuqua School of Business
MBA Candidate, Class of 2027

Syracuse University

College of Visual and Performing Arts
Bachelor of Industrial and Interaction Design
(B.I.D), Class of 2017

EXPERTISE & TOOLS

Design & Strategies

UX/UI

IA

Design Research

Design Strategy

Agile Development

Heuristic Evaluation

Design Systems

Prototyping

Design Leadership

Enterprise SaaS

AI-integrated Design

WCAG Accessibility

System Thinking

Mentorship

Lean UX

Tools & Technologies

Figma

Figma Make

Axure

Adobe Creative Suite

Confluence/Jira

HTML/CSS

JavaScript

Python

Github

Lovable