CHANCIE ZHENG

PRODUCT DESIGN ENGINEER

San Francisco, CA | Checkoutchancie.com | LinkedIn | chancie.design@gmail.com

5+ years of UX experience across enterprise products and complex workflows.

Specializes in AI-powered SaaS products that turn complexity into clarity.

Translates customer needs, business rules, algorithms, and technical constraints into intuitive, scalable product experiences.

CORE EXPERTISE

AI Product Design, Enterprise UX, Workflow Design, Systems Thinking, Product Strategy, Customer Research, Information Architecture, AI-Assisted Front-End Development, Cross-functional Leadership

EXPERIENCE

Founding Product Designer — Assembled Nov 2021 – Present (5 years)

San Francisco, CA

Design Leadership & Scope

First design hire building AI-powered workforce management products used by 300+ companies, including Stripe, Salesforce, Robinhood, Etsy, Zoom and Canva.

Led end-to-end design across enterprise SaaS systems from discovery through delivery (0→1), spanning **AI scheduling**, **ticket forecasting**, **workflow automation**, **roles & permissions**, **ticket mapping**, **dashboards**, **integration setup**, **BPO planning & allocation** and **audit logs**.

Impact

Most recently, as one of the main contributors to **AI Scheduling**, helped shape **schedule generation** and **scheduling assistant** experiences:

- Increased customer adoption **(1% → 82% of accounts)**.
- Improved workforce planning efficiency **(ServiceTitan: 95%↓ in scheduling time)**.
- Contributed to a key growth and retention initiative by fulfilling critical buyer requirements, improving customer satisfaction, and helping reduce customer churn **(8%↑ in customer retention rate)**.
- Enabled Sales to close strategic enterprise deals **(MTM Health: 2,000 agents across 200 queues)**.
- Helped growth in new and expansion revenue **(28%↑)**.

Responsibilities

- **Defined product direction** in highly ambiguous problem spaces by challenging assumptions, mapping business rules and technical constraints, and breaking large initiatives into clear milestones.
- Synthesized input from **enterprise customers**, **Product**, **Sales**, **Support**, and **Customer Success** to identify shared needs and balance strategic account priorities with reusable product solutions rather than one-off requests.
- Translated diverse, complex customer operational logics and workflows from each customer into **unified**, **scalable** product experiences that supported day-to-day decision-making across enterprise teams.
- Used **AI coding tools** to **contribute directly to the product codebase**, shipping front-end features and fixes that accelerated issue resolution and product delivery.
- Partnered closely with Engineering to understand **system architecture**, **data dependencies**, **algorithms**, **code paths**, and **implementation tradeoffs**, translating backend complexity into clear, actionable user experiences while balancing near-term customer value with durable product foundations.
- **Proactively took on multiple roles**, typically serving as the sole designer on assigned projects, most without a dedicated PM. **Shared PM responsibilities** with Engineering, triaged support tickets, gathered customer and internal feedback across the product, prioritized it in the UX backlog, and drove improvements through delivery.

Product Design Contract — Starbucks China Oct 2020 – Nov 2020

Remote

- Redesigned the Starbucks China mobile rewards experience, introducing a dynamic, contextual call to action and a restructured rewards listing page.
- Reduced the reward-redemption path (3 clicks → 1 click); usability testing (126 tests) showed improved task completion (43% → 86%), and the team adopted the proposal for a future release.

Product Design Intern — Alchemy.us Feb 2020 – May 2020

San Francisco, CA

- Collaborated with business, research, and client teams to design a mobile hiring platform that helps college students and creative professionals find their first jobs.
- Translated research findings into user flows, wireframes, and prototypes for a clearer end-to-end hiring experience.

Interaction Design Intern — Schneider Electric Apr 2017 – Aug 2017

Shanghai, China

- Contributed to the Wiser smart-home IoT gateway across digital interfaces and hardware touchpoints, working at the intersection of industrial design and digital product design.
- Designed interaction concepts that helped users control connected home devices through a clearer, more cohesive experience.

EDUCATION

California College of the Arts 2017 – 2021

MFA in Design, Industrial and Interaction Design

Jinling Institute of Technology 2013 – 2017

Bachelor's Degree, Industrial Design

SKILLS & TOOLS

Skills: Stakeholder Alignment, Requirements Mapping, Research Synthesis, User Flows, Wireframing, Journey Mapping, Rapid Prototyping, Interaction Design, Design Systems, Usability Testing, Design Documentation, Workshop Facilitation, Hardware design

Tools: Figma, Cursor, Claude Code, ChatGPT, Lovable, Dust, GitHub, Retool, Linear, Pendo, Canny, Gong, Notion AI, Loom, Granola