

# Chelsea Q. Huang

Portfolio: [curiowls.com](http://curiowls.com) San Mateo, CA  
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Product generalist and design specialist with 15 years of industry experience. A curious lifelong learner, I thrive on distilling complexity, connecting the dots, and crafting meaningful products..



## Experience

### EXTENDED BREAK

EXPLORER & DESIGNER

MAR 2024 - PRESENT

*Sabbatical Focused on Exploration, Learning, and Creative Incubation*

- Founded **Lugugul Design**, a boutique design studio and brand nursery.
- Explored product directions in emerging AI trends; expressed through curated domain acquisitions ([lugugul.com](http://lugugul.com)) and evolving concepts—some shared, many still brewing.
- Invested time in reading, meditation, traveling, rock climbing, skiing - nurturing both self and creativity.

### APTY

Remote

DIRECTOR, PRODUCT DESIGNER

NOV 2023 - FEB 2024

*A short but energizing 90-day engagement that sparked my decision to pursue independent exploration.*

- Worked directly with CEO to define unified product experience and explore new product direction.
- Defined the product experience direction by positioning it as a "Augment Reality" layer of host app.
- Designed (high-level) a new product on enabling a connected flow that "cog" in multi tenants in the process.

**VENAFI** ACQUIRED BY THOMABRAVO 2021

Remote/Palo Alto, CA

LEAD PRODUCT DESIGNER

MAR 2020 - NOV 2022

*Led the evolution of the design strategy & user experience for the Code Signing product line from new product introduction/initial launch version (v1.0) into a robust, market-focused and persona-driven design.*

- Led structured user research, uncovering previously ambiguous personas involved in the product lifecycle, enabling the conceptualization and implementation of key product enhancements
- Discovered key gap in the core product value proposition. Shifted product philosophy from reactive reporting of misconfigurations to a proactive 'health check' model, improving visibility and prevention.
- Identified key impediment to product deployment & use. Proposed, designed and delivered active functionality to ameliorate developer (user) objections, remove friction, and accelerate adoption
- Redesigned Information Architecture (IA), shifting from a stateless, event-driven model to a stateful action-driven log, broadening Event Management capabilities & enabling auditability
- Partnered with end-customers to materially refine product fit and finish, and improve usability

**TEN-X** ACQUIRED BY COSTAR 2020

San Mateo, CA

SR. PRODUCT DESIGNER

SEP 2018 - MAR 2020

*Led the experience of the operation side of Ten-x CRE marketplace platform, from Asset Marketing, Fee Management to Contract & Closing. (multiple 0-1 workflows and features).*

- Planned and conducted structured research to identify components for automating the entire asset marketing process. Created system map and flow and reached agreement with key stakeholders
- Connected multiple silos in the deal operation journey for the team by providing a high impact solution with limited resources.
- Took the system-generated contract from half-baked to ready-to-sign by enabling in-system fee management, template control, and a visual builder for clauses and sections.
- Researched and created user journey for broker's deal cycle. Designed and implemented action-driven buyer profile clearly mapped to the pain points in the deal journey.
- Mapped out the full workflow for "Broker Self-service", a key initiative to expand Ten-X's existing market, and delivered interaction design for two key sub-flows - asset onboarding the list building.

**APTUS (Conga)** ACQUIRED BY THOMABRAVO 2018

San Mateo, CA

Senior Product Designer

Jul 2017 - Sep 2018

*Owned product design for Aptus Finance Line, including Order Management, Billing and Revenue Recognition. Three Aptus product lines: Quoting, Contracting, Finance.*

- Completely redesigned and elevated the finance experience on Apttus Cloud, started with existing Salesforce functionality and led by participatory design and based on competitive product study.
- Conceptualized "Prescriptive Account Page" for billing specialist and post sales to quickly choose the most effective way to communicate with account based on each account's unique situation/behaviors.
- Identified the shared interaction patterns of all Apttus product lines and defined the infrastructure level components of Nova Design System 2.0.

#### SAP LABS

*Sr. UX Specialist*

Palo Alto, CA

Mar 2013 - Jul 2017

- **CUSTOMER CO-INNOVATION**

Co-innovated with enterprise customers to translate their needs into customized product solution and interactions design. featured customers including Dell (Sales Lifecycle), Caterpillar (Manufacturing Efficiency), Aernow.

- **DEVELOPER AND EMPLOYEE EXPERIENCE**

Took a holistic service design approach aiming to streamline SAP development processes and improve overall employee experience. Delivered multiple services and tools, including Bridge (launchpad that unified fragmented workflows and reclaimed lost productivity during the workday), Product Feature Management, Chatbot and developer events.

- **APPHAUS SPECIAL PROJECTS**

Designed for AppDesigner - a no-coding tool for business users to turn their deep business insights into mobile app - the project that attracted me to join SAP.

#### ELECTRONICS FOR IMAGING

*UI DESIGNER*

Foster City, CA

JUN 2010 - MAR 2013

Focused on designing for production printing **productivity**, including a new generation of Fiery Command Workstation; the first WYSWYG visual printing driver for Win8;"dongle-less" feature delivering workflow; initiated the discussion and proposed a concept on media based print flow (v.s. tray based).

#### INDEPENDENT DESIGNER

JAN 2008 - JUL 2010

Worked with multiple clients designing web app of online **education, dating, health** and tee time **booking**.



## Education

#### INDIANA UNIVERSITY BLOOMINGTON

2009

*Master of Science in HCI/Design GPA 3.87*

#### BEIJING UNIVERSITY OF AERONAUTICS AND ASTRONAUTICS (BEIHANG)

2005

*Bachelor of Science, Automation Science and Electrical Engineering*



## Skills

User Research, Problem Definition, Task Analysis, System Design, Journey Map, Information Architecture, Interaction Design, Visual Design, Usability Testing



## Industry Sectors

#### BUSINESS OPERATION

Marketplace and Operation Automation (Marketing, Contract & Closing, Financials)

2018-2020

Order Management, Billing, Revenue Recognition

2017-2018

Sales Operation, Manufacture Process, IoT

2015-2017

No-Code Creator Tool for Business User

2013

#### OTHER

Security

2020-2022

Employee Experience, Developer Experience

2014-2015, 2021

Production Printing Operation

2010-2013

Online Dating, Lifestyle

2009-2010

Online Learning/Course Planing

2008-2009