



Senior Product Designer

Joe Chen

spidermen.chen@gmail.com
(886) 0979-782-453

[Portfolio](#) | [Dribbble](#) | [Medium](#)

Profile

I believe design makes the world clearer.

Senior Product Designer with 13 years of experience turning product ideas into working, testable interfaces — and a designer who ships. I work AI-first, using Claude Code and ChatGPT daily to move from concept to deployed prototype, cutting design delivery cycles by 30%; a self-initiated product built this way is live in production today. Deep background in high-information-density B2B admin platforms and cross-platform consumer apps, with design decisions grounded in user research and behavioral data. Thrives in fast-moving, high-ownership environments.

<https://joeokami.com/>

13+

Years of Design Experience

70%

UI Error Rate Reduced

50%

Product Visibility Lifted

30%

Faster Delivery via AI

SELECTED AI-BUILT PROJECTS

Self-initiated product designed, built, and deployed end-to-end using AI-assisted development (Claude Code).

Page | [pace-app.pages.dev](#) | Voice-first daily reflection app

- Designed and shipped a voice-first reflection app around a deliberate anti-gamification product stance — no streaks, no scores, no completion pressure — and wrote the full UX copy system and empty-state voice that carries it.
- Solved the hardest interaction problem in voice UI by designing explicit failure states: a mascot-led recovery path with dual exits (retry by voice, or switch to typing) instead of a dead end.
- Took the product from concept to production solo — deployed to a live URL on Cloudflare Pages with Claude Code as the development partner.

WORK EXPERIENCE

Senior Product Designer

D-Link | 2012.10 ~ 2026.04 . 13 Years

B2B — NVR & IP Camera Enterprise Admin Platform (Web)

- Architected the information architecture for a web-based multi-device management dashboard (NVR / IP Camera) — site maps, flow diagrams, and wireframes — reducing configuration errors for IT administrators.
- Designed the core admin console modules: real-time device status dashboard, batch configuration flows, and role-based account management, defining clear task paths for administrators working in high-information-density contexts.
- Developed a comprehensive UI component library and style guide for the platform, standardizing interaction patterns and visual language across the full admin interface.
- Delivered the complete UX set — storyboards, flow diagrams, wireframes, visual designs, and interactive prototypes — coordinating engineering handoff via Figma Dev Mode and Zeplin.

AQUILA PRO AI — Mesh Wi-Fi Management App (iOS / Android) · 2023–2025

- Initiated a Tab Bar IA restructure after Hotjar behavioral data and user interviews revealed that high-frequency features took 3+ taps. Independently defined the problem, pitched a "Quick-Action Module" concept to PM and RD with low-fi prototypes, and secured it into the development schedule — cutting the path to key features from 3 taps to 1 and reducing UI operation error rates by 70%. The pattern was subsequently adopted as a Design System standard.
- Translated Scene and Mesh network management into a comprehensible UI, letting users configure, monitor, and manage multi-node home networks — designing scene automation (Arrive / Leave / Sleep) around a "minimum steps, clear feedback" principle.
- Delivered the redesign against hard constraints — an undocumented legacy system, complex data dependencies with other ecosystem products, WCAG compliance, multi-language support, and a compressed timeline — as the sole UX&UI lead in a 1 UX / 2 UI team.
- Led internal AI tool adoption (Claude Code, ChatGPT, DALL-E, Google Stitch) through company-wide training, building AI-assisted design workflows that improved prototype efficiency across the team.

B2B2C — mydlink Smart Home App Ecosystem (iOS / Android / Web)

- Owned end-to-end UX for core modules — device pairing (QR code / BLE), home automation, live camera monitoring, and push notifications — from storyboards and site maps through interactive prototypes.
- Defined the user flow for Matter protocol device integration, bridging Google Home and Apple HomeKit ecosystems; partnered with PM, RD, and QA from requirements definition through sign-off.
- Led cross-platform competitive UX analysis (Google Nest, Apple Home, Amazon Alexa, TP-Link Tapo), synthesizing research into an insight report that set the strategic direction for the next product redesign.
- Cross-Product Design Leadership
- Built a company-wide design system and style guide (iOS / Android / Web) covering components, variables, auto layout, and design tokens — unifying visual language across all product lines and reducing design delivery cycles by 30%.

Senior Visual Designer

Armorize Technologies | 2006.10 ~ 2012.10

- Led the brand visual system and multi-channel campaign design across marketing, product, and sales, driving a 50% increase in product visibility.
- Established brand design guidelines and a style guide for online and print channels, ensuring visual consistency across all media.

Project Manager

Ant Public | 2005.06 ~ 2006.07

- Managed freelance designers and coordinated delivery across multiple customized web/template projects; improved quality and efficiency through structured workflows and internal knowledge-sharing.

Senior Web Designer

JS Media | 2003.03 ~ 2005.04

- Designed corporate websites and custom layouts/UI solutions aligned with client business and branding needs.

Designer

OgilvyOne Worldwide | 2001.03 ~ 2003.02

- Produced visual and graphic design, web UI, advertising materials, and exhibition promotions for enterprise clients, establishing the visual design craft that underpins every product deliverable today.

Skills

Core Competencies

- Product Design, Design System, Component Library, Style Guide, Information Architecture, B2B Admin / Dashboard Design, Cross-platform Design (iOS / Android / Web), 0-to-1 Product Ownership

AI in Workflow

- Claude Code (AI-assisted frontend / prototyping, production deployment), ChatGPT, Google Stitch, internal AI enablement & training

Design Tools

- Figma (Auto Layout, Component / Variable System, Dev Mode), Sketch, Zeplin, FigJam, Whimsical, Illustrator, Photoshop, Lottie

Deliverables

- Site maps, flow diagrams, storyboards, wireframes, interactive prototypes, UX copy, dev handoff specs

Soft Skills

- Cross-functional communication and design presentation
- User-centered problem framing and solution development
- Strong self-management with the ability to work independently
- Consistent output while managing multiple projects simultaneously

Professional Development

- Product Design Bootcamp: The AI-Era Unicorn Product Talent 2026
- ChatGPT & Midjourney – AI Tools Mastery 2025
- UI/UX New Era Guide: Product Design × Business Thinking × AI Tools 2024
- Product Design Bootcamp: Building Exceptional UI/UX with Figma 2023

Language

- Chinese (native)
- English (working proficiency)

Education

Swinburne University of Technology, Australia

Multimedia & Graphic Design | 1997 ~ 2000

Graphic Design | 1995 ~ 1997

Fu-Hsin Trade & Arts School

Advertising Design | 1991 ~ 1994