

SONNY CHHEN

DESIGN LEADER



 San Jose, CA 95133

SKILLS

ADOBE CREATIVE SUITE



MICROSOFT OFFICE SUITE



SKETCH



MOTION DESIGN



VIDEO PRODUCTION



ANIMATION



HTML & CSS



AWARDS

Displaying a Service Graph of Microservices Based At Least on a Namespace

Patent Pending

Citrix Tech Fair

Citrix Systems


2015, 2016, 2017, 2018

Gold Rush Rally

Creative design winner

2010

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PROFILE

I passionately believe in the power of design-led thinking to create attractive, purposeful and efficient products. With over 15+ years in UI, UX, and visual design on desktop, web, and mobile platforms. And 5+ year's experience growing, mentoring, and leading teams of researchers, designers, and developers. I enjoy cross department collaboration and utilize my full range of skills from team management, visual and interaction design, design thinking, applying design systems and creating design processes to provide the best customer experience. I believe in making things beautiful and functional with experiences that are enjoyable and memorable.

WORK EXPERIENCE

Product Design Manager, UI/UX Manager, Sr. Product Designer

Citrix Systems / Santa Clara, CA / 2010-Present

- Experienced driving product design while working closely with Product Management, Data Science and Research to further evolve products and gain product market fit globally
- Drive data-informed design thinking across the core, mobility, virtualization and cloud business units
- Unify design patterns and management across 4 platforms while coordinating delivery into several development models
- Evangelized "design thinking" internally as part of corporate 'Design Matters' initiative, via mentorship programs, 'Design Speaking' events, and leading weekly design critiques with brand, marketing, and engineering departments.
- Help lead the vision and strategic planning for the product roadmap, both short and long term
- Building and managing a growing team of talented designers and user researchers.
- Manage a growing team of talented and hard-working product designers.

SOLUTIONS: Citrix Design System, Securemail(iOS, Android), Securehub(iOS, Android), Xenmobile device application management, CloudPlatform, CloudPlatform Business Manager,

EDUCATION

Bachelor of Science

Advertising
San Jose State University
2005
Focus:
Radio, Television, Film

WORK EXPERIENCE

Sr. Product Designer

Cloud.com(acquired by Citrix Systems) / Cupertino, CA / 2011

Designed end to end experience for Cloud.com's flagship SaaS applications. I designed a complete overhaul of the UI and UX of the web applications while making them accessible across a variety of multiple platforms (desktop, mobile, tablet). While leading a team of developers and Jr. Designers through 3 product cycle releases before being acquired by Citrix Systems Inc.

SOLUTIONS: Cloudstack, CloudPlatform Business Manager

Sr. Product Designer

Mobclix(acquired by Velti PLC) / Palo Alto, CA / 2010 – 2011

Redesigned the UI and UX of the Mobclix ad-exchange platform. Leading research sessions with end-users and stakeholders, I was able to prioritize features, work with product management on strategic initiatives, and increase user engagement by 20% per monthly analytics before being acquired by Velti.

Web Designer, Web Manager

Namco Bandai / San Jose, CA / 2009 – 2011

Lead a team of developers and designers in weekly launches of web properties of AAA titles under the Namco brand of products. Lead the design initiatives from concept to execution, creating a strong user experience for consumer on the web. I partnered with product managers, user researchers, and marketers to deliver user impact and business results.

SOLUTIONS: PAC-MAN, Mrs. PAC-MAN, Tekken, KatamariDamacy,

REFERENCES

"...(Sonny) is not just a reliable and forward thinking design leader but is also an inspiring team player, brings fun to the mix when we need it most, and is not afraid to fail quickly, learn, and get up fast. Sonny can also be an ambitious and independent technology expert and creative design thinker who never loses sight of our customers..."

Joey Vallejo

Design Leadership at NETGEAR | UX, Product Design and Digital Experience Strategy

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Lee Payne

Creative Director at UStream

INTERESTS



Bicycling



Hiking



Art



Arcade



Meditation