


SONNY CHHEN

DESIGN LEADER



 San Jose, CA 95133

TOOLS & SKILLS

ADOBE CREATIVE SUITE

MICROSOFT OFFICE SUITE

SKETCH

FIGMA

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

Contact

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 [@schhen](https://twitter.com/schhen)

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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

- Worked with cross-functional departments to deploy product-lead design system, enabling a 20% re-allocation of staff resources.
- Drive data-informed design thinking across the core, mobility, virtualization and cloud business units allowed for project road mapping for a minimum of 3 release cycles.
- Improved app store reviews/ratings from 2.5 to 4.5 stars on iOS and 1.5 to 4 star on Android of our enterprise mobile applications.
- Evangelized "design thinking" internally as part of corporate 'Design Matters' initiative, via mentorship programs and 'Design Speaking' events. Increasing design event attendance 10% within each event.
- Designed visual assets and maintained library of design deliverables to streamline accessibility across 4 design teams.
- Hired and trained 4-6 talented designers and user researchers and mentored their success throughout the organization.
- Managed 6-8 developers, designers, and researchers to successful shipments of multiple SaaS and mobile applications.

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

"Sonny is a very intelligent and creative individual. He has a good eye for design and is able to adapt to new technologies quickly. He is always current with the latest technology trends and very knowledgeable about the latest in tech and design news. Sonny is very likable and would be an asset to any team."

Lee Payne

Creative Director at UStream

INTERESTS



Bicycling



Hiking



Art



Arcade



Meditation