



SONNY CHHEN

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PROFILE

Senior Product Design Manager with over 11 years of experience in leading design teams to deliver user-centric solutions that drive customer satisfaction and business growth. Adept at leveraging design thinking methodologies to solve complex problems, enhance product usability, and achieve strategic business objectives.

WORK EXPERIENCE

Demandbase

Director of Product Design

San Francisco, CA / 2024 - Present

As Director of Product Design at Demandbase I oversee consistency of user experiences across products, a cohesive visual style and language across multiple touchpoints, and proper implementation of new processes to streamline design, engineering, and product management workflows.

McAfee

Sr. Design Manager – Cross-platform

Santa Clara, CA / 2021-2024

As a Sr. Design Manager in cybersecurity, I lead teams in designing optimal user experiences for all of McAfee's product suite.

- Managed a diverse team of 14+ professionals skilled in interaction, visual, and UX design, fostering career growth opportunities and elevating employee retention by 15%.
- Collaborate closely with the VP of Product Design to enhance and refine design processes, leveraging insights and feedback to continuously improve design methodologies.
- Collaborated with product management and engineering teams to introduce new product features, resulting in a 30% increase in user engagement
- Acted as a subject matter expert for the design team, offering guidance, documentation, and socialization of best practices.
- Led cross-functional design efforts across three concurrent products, enhancing user engagement and ensuring design consistency.
- Conducted A/B testing for key features, leading to a 10% improvement in click-through rates and a 5% decrease in churn rate.
- Worked with PM team to evolve products per release and worked to create roadmap and scheduling between multiple departments.

Notable Solutions: McAfee Protection Center (Web), McAfee Mobile Security (iOS, Android), Windows Protection Service (Desktop)

TOOLS & SKILLS

FIGMA - Certified

Adobe After Effects - Certified

Microsoft Office Suite

Adobe Photoshop - Certified

Adobe Illustrator - Certified

HTML, CSS, Javascript

WORK EXPERIENCE

Citrix Systems

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

Santa Clara, CA / 2010-2021

During my tenure at Citrix, I oversaw various facets of design within the organization. I collaborated with the VP of Product and engineering teams on design strategy, leading multiple design teams on a tactical level to execute the design strategy. Additionally, I collaborated with other stakeholders and performed hands-on design work, including user research, research synthesis, wireframes, prototypes, UI design, design systems, and user testing.

- Worked with cross-functional departments to deploy a product-led design system, enabling a 20% reallocation of staff resources.
- Designed a user-friendly interface for a complex B2B software, enhancing customer satisfaction by 30%
- Improved app store reviews/ratings from 2.5 to 4.5 stars on iOS and 1.5 to 4 stars on Android for our enterprise mobile applications.
- Evangelized "design thinking" internally as part of the corporate 'Design Matters' initiative, through mentorship programs, and 'Design Speaking' events, increasing design event attendance by 10% within each event.
- Implemented a cross-functional design system that reduced product development time by 30% and improved product quality scores by 15%
- Hired and trained 4-6 talented designers and user researchers, mentoring their success throughout the organization.
- Managed 6-8 developers, designers, and researchers to successfully ship multiple SaaS and mobile applications

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

Mobclix(acquired by Velti)

Sr. Product Designer

Cupertino, CA / 2010-2011

I spearheaded the redesign of the UI and UX for the Mobclix ad-exchange platform. Conducting research sessions with end-users and stakeholders, I successfully prioritized features, collaborated with product management on strategic initiatives, and achieved a remarkable 20% increase in user engagement per monthly analytics. This accomplishment stood out as a significant achievement before the platform's acquisition by Velti.

SOLUTIONS: Mobclix AD-Exchange

Additional positions found on [Linkedin](#)

EDUCATION

Bachelor of Science

Advertising

San Jose State University

2005

Focus:

Radio, Television, Film