

SONNY CHHEN

Product Design Director

California | 408-821-3873 | schhen@gmail.com | www.schhen.com | [LinkedIn](#)

SUMMARY

Award-winning product design leader with 19+ years of experience building enterprise SaaS platforms, GenAI-powered creative workflows, and AI/ML tools used in mass. Scales global teams, drives zero-to-one innovation, and delivers measurable outcomes in fast-paced environments. Trusted strategic partner to executives; transforms ambiguity into elegant, high-impact design systems.

CORE COMPETENCIES

Design Leadership • GenAI Product Design • Creative Tool UX • AI-Powered Workflows
• Agentic UX • Enterprise SaaS • Campaign Automation • Scalable Design Systems • Multimodal UX • Strategic Roadmapping • Cross-Functional Alignment • Figma • Adobe CC
• Agile Product Teams • DesignOps • User Research & Testing

PROFESSIONAL EXPERIENCE

DIRECTOR OF PRODUCT DESIGN

Demandbase – San Francisco, CA | 2024 – Present

AI-powered B2B SaaS platform for ads, sales, and marketing intelligence

- Defined and scaled the end-to-end design strategy across Ads, Sales, and Marketing platforms.
- Led the design of 3 **AI-powered agentic tools** focused on automation and campaign personalization, driving adoption across enterprise clients.
- Unified the platform through a redesigned **enterprise-wide design system**, improving usability and reducing inconsistencies across surfaces.
- Managed a six-figure design operations budget, optimizing tooling, headcount planning, and enablement.
- Partnered with engineering and product to streamline experimentation cycles and ship features with clear creative and business impact.

SENIOR PRODUCT DESIGN MANAGER

McAfee – Santa Clara, CA | 2021 – 2024

Cybersecurity for consumers and enterprises across desktop, web, and mobile

- Led a global team of 14+ designers across mobile, desktop, and web security platforms.
- Introduced AI-driven threat intelligence workflows into the consumer protection suite.
- Spearheaded interaction and visual redesigns that led to a **30% increase in user engagement** and reduced churn by 5%.
- Partnered with research, product, and engineering to optimize multi-surface experiences and feature adoption.
- Drove internal alignment and execution velocity by improving cross-team collaboration rituals and QA workflows.

PRODUCT DESIGN MANAGER

Citrix Systems – Santa Clara, CA | 2010 – 2021

Secure productivity and virtualization platforms for enterprise customers

- Led the creation of a responsive **design system across Citrix product lines**, reducing development time by 30%.
- Directed design for secure enterprise apps, from file-sharing to remote desktop control, across iOS, Android, and desktop.
- Transformed legacy UIs into intuitive, mobile-first experiences—raising app ratings from 2.5 to 4.5 (iOS) and 1.5 to 4.0 (Android).
- Advocated for cross-functional design-thinking workshops that elevated internal awareness and cross-department UX investment.
- Mentored junior designers and researchers, instilling a high craft and inclusive design culture.

IMPACT HIGHLIGHTS

- Shipped 7+ zero-to-one enterprise and creative products across web and mobile
- Designed and scaled systems supporting 1M+ end users
- Increased campaign workflow adoption by 60% with AI-powered design
- Managed and scaled global design teams across 3 continents
- Partnered with exec teams to define AI/ML roadmap for creative tools

EDUCATION & CERTIFICATIONS

- **B.S., Advertising** – San Jose State University
- **Certifications:** Figma, Adobe Photoshop, After Effects, Illustrator