

SONNY CHHEN

Product Design Director

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SUMMARY

Visionary and results-driven Product/Design Director with 19+ years of product experience and 10+ years of leadership leading high-performing teams to deliver world-class consumer-facing mobile and multi-platform applications. Proven track record of defining, owning, and executing product vision, strategy, and roadmap for complex, data-driven systems. Deep expertise in driving customer-centric innovation and positioning products for future markets, including IoT, connected services, and A.I. Exceptional collaboration skills, comfortable navigating fast-moving programs and aligning priorities across global and cross-functional stakeholders.

CORE COMPETENCIES

UX Vision & Strategy | Hands-On Design Leadership | SaaS Platform Expertise (8+ Years) | AI/Lending Workflow Design | Agile Process Development | Team Mentorship & Growth | Figma Proficiency | Data-Driven Solutions

PROFESSIONAL EXPERIENCE

Director of Product Design

Interim Head of Design (4-month leadership rotation in 2024)

Demandbase(AdTech, B2B, SaaS) | San Francisco, CA | 2024–Present

- **Strategic Leadership & Hands-On Design:** Defined and drove the UX vision and strategy for CRM-integrated SaaS products, actively contributing to design work from ideation to execution for complex sales and intelligence workflows.
- **AI Integration:** Architected a modular, code-generating AI-led design system, enhancing efficiency and demonstrating expertise in leveraging technology to optimize core platform functionality.
- **Collaboration & Process Development:** Worked cross-functionally with Product Managers and Engineers in an agile environment to establish and optimize design processes, accelerating delivery velocity while maintaining high-quality output.
- **Designed and deployed a modular AI design system** built on ShadCN + v0, generating React-based code from design tokens and components—reducing front-end dev time by 30% and improving UI consistency across PSD tenants (Personalized Sales Dashboards).
- **Launched AI-driven agentic tools** that automated sales pipeline management, intent-based lead scoring, and cross-channel engagement workflows, improving SDR efficiency and conversion rates by 25%.

Senior Product Design Manager (Functionally Operating as Director-Level Leadership) **– Cross Platform**

McAfee(Cybersecurity, B2C) | Santa Clara, CA | 2021–2024

Led design for consumer security ecosystems where clarity and trust were safety-critical.

- **Team Management & Design Quality:** Provided coaching, guidance, and actionable feedback to a multi-disciplinary team of designers, consistently raising the craft bar and ensuring high-quality, visually compelling, user-centered designs for millions of consumers.
- **User Research & Validation:** Leveraged behavioral analytics and data insights to validate design decisions, resulting in a proprietary UX metric that drove a 40% increase in daily user engagement (demonstrating success in driving satisfaction).
- **SaaS Platform Expertise:** Led the UX/UI for the multi-platform McAfee Total Protection ecosystem, requiring deep experience with large-scale, subscription-based SaaS environments.

Manager, Product Design

Citrix Systems(B2B Enterprise Cloud Software, SaaS) | Santa Clara, CA | 2010–2021

- **Complex System Integration:** Led UX design for the core Citrix Cloud Platform, optimizing the infrastructure management experience (hypervisor, networking, storage), demonstrating a deep understanding of complex software/hardware technologies and integrations foundational to SDV concepts.
- **Cross-Functional Alignment:** Routinely partnered with global R&D and product teams (including international sites) to standardize UI/UX, ensuring product alignment and efficient delivery across diverse, interconnected enterprise tools.

KEY PROJECTS

- **AI Agentic Workflows (Demandbase):** Introduced predictive, assistive UX models improving SDR efficiency by 25%
- **Protection Score (McAfee):** Real-time behavioral scoring system increasing user engagement 40%
- **Protection Score (Mobile):** Designed the real-time, consumer-facing cybersecurity health score dashboard, serving as the central mobile touchpoint for a connected security service.
- **Citrix Design System:** Created a scalable design language adopted by 10+ engineering teams, ensuring UI/UX consistency across multi-tenant enterprise cloud environments.

EDUCATION & CERTIFICATIONS

B.S., Advertising – San Jose State University

Certifications: Figma, Adobe Photoshop, After Effects, Illustrator