

# SHIYU CHEN

Product designer building AI-native tools for complex, data-heavy workflows from research to launch

## WORK EXPERIENCE

### Independent Product Designer

March 2024 - Present, New York, NY

AI Build Growth

- ◆ Build VidPilot, an AI native co-pilot for content creators that combines AI analytics and insights to optimize channel performance across research, production, and publishing workflows
- ◆ Designed an AI-powered reporting tool for a stealth startup that enable users to query security data in natural language instead of searching dashboards, reducing reporting time by 30–50%
- ◆ Grew educational Youtube channel to 2.2K subscribers and 100K+ views through content strategy, audience behavior analysis and data-driven optimization.

### UX Designer | Netskope

Jul 2021 - Feb 2024, Remote, New York, NY

SaaS Enterprise 0-1

Owned 2 data protection products and led design for 50+ features, turning complex problems and workflows into scalable features and intuitive experiences through cross-functional collaboration

- ◆ Expanded and designed a new product line from 0-1, achieving a 90% user adoption rate.
- ◆ Led end-to-end design for complex workflows in cloud security, translating research insights into intuitive experiences, with 80% of the features resulting in a 75% increase in DAU.
- ◆ Redesigned malware incident management, driving a 90% increase in DAU

### Product Designer | CoinDesk

Feb 2021 - July 2021, Remote, New York, NY

Redesign Research Consumer

- ◆ Led the redesign of homepage and article experiences. Conducted research to identify key user scenarios and pain points, translating insights into a clearer information architecture and more actionable content discovery workflow. The redesign improved the user adoption by 95%.
- ◆ The redesign increased session length by 80% through simplifying complex content flow.

### UX Designer | NYU CUSP - SONYC

Feb 2020 - May 2021, New York, NY

0-1 Data Visualization Mobile

- ◆ Designed a mobile noise reporting experience for New Yorkers, transforming complex urban sensor and government datasets into actionable reporting workflow
- ◆ Crafted an interactive map that enables users to identify noise sources using real-time data, turning fragmented systems into a clear decision-making flow. The design helped the project to secure an additional \$500K in funding.

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## EDUCATION

### New York University

2018-2020

Master's Degree in Interactive Telecommunication | ITP

## SKILLS

AI-native Design  
Agentic Workflows  
AI-powered Prototyping  
Co-pilot Experiences  
Design & Product Thinking  
End-to-end Design  
Prompt Design

## TOOLS

Claude Code, Cursor, Figma

## UX INTERNSHIP

### Blockstack

Feb - May, 2019

Provided UX consultancy focusing on product-market fit and onboarding, earning investor recognition.

### quip

Jun - Aug, 2019

Conducted user testing to identify problems. Designed a new solution that resulted in a 60% increase in Prepay sales

## PUBLICATION

Co-author, PACM on HCI, CSCW

From Environmental Monitoring to Mitigation Action: Considerations, Challenges, and Opportunities for HCI