

Chelsea Qian Huang

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Staff Product Designer specializing in complex B2B financial and operational workflows. 16 years turning intricate multi-stakeholder systems – billing, revenue recognition, order management, sales, marketplace operations – into clear, usable products.



Experience

SABBATICAL

EXPLORER, FOUNDER & DESIGNER

MAR 2024 - PRESENT

A deliberate step back. Used the time to develop new lenses and build real things.

- Sharpened understanding of behavioral psychology, businesses and investment strategies.
- Built hands-on fluency with GenAI, AI agents and Vibe coding.
- Founded Lugugul Design Studio for independent design work and applied experimentation.

APTY

Remote

DIRECTOR, PRODUCT DESIGNER

NOV 2023 - FEB 2024

A short but energizing 90-day engagement that sparked my decision to pursue independent exploration. Defined strategy to unify product experience across 3 products and position the end-user experience as an "Augmented Reality" layer of host app.

VENAFI ACQUIRED BY CYBERARK

Remote/Palo Alto, CA

LEAD PRODUCT DESIGNER

MAR 2020 - NOV 2022

Led the design strategy & UX for the Code Signing product line from initial PMF into a robust, market-focused and persona-driven design.

- Uncovered previously ambiguous personas involved in the CodeSigning "auditing feature" by questioning who the real user was (admin v.s. auditor). Shifted the feature value proposition from reactive misconfiguration reporting to proactive operational health monitoring.
- Recruited and managed external enterprise security stakeholders for tight collaboration in design interactions.
- Identified key impediment to product deployment & use. Proposed, designed and delivered active functionality to address developer (user) objections, remove friction, and accelerate adoption
- Redesigned Information Architecture (IA) for platform logs, shifting from a stateless, event-driven model to a stateful action-driven log.

TEN-X ACQUIRED BY COSTAR 2020

San Mateo, CA

SR. PRODUCT DESIGNER

SEP 2018 - MAR 2020

Led the UX of the operation side of Ten-x CRE marketplace (\$20B+ in assets sold), including Asset Marketing, Fee Management and Contract & Closing. (multiple 0-1s).

- Led a 2-day workshop with 10 broker-adjacent stakeholders to map the full 6-phase of broker's deal lifecycle; identified highest-impact phases for design opportunities with system map and flow.
- Redesigned the buyer profile from a row-expansion data jam into a contextual "buyer resume" – layering information by deal phase so brokers could build trust and confidence to act, from field call to negotiation.
- Took the system-generated contract from half-baked to ready-to-sign by designing in-system fee management, template control, and a visual builder for clauses and sections.
- Mapped out the full workflow for "Broker Self-service", a key initiative to expand Ten-X's existing market, and delivered interaction design for two key sub-flows - asset onboarding and list building.

APTUS (Conga) ACQUIRED BY THOMABRAVO 2018

San Mateo, CA

Senior Product Designer

Jul 2017 - Sep 2018

Owned product design for the Finance Line – Order Management, Billing, and Revenue Recognition – serving 500+ customers across 18 industry verticals. The post-sale lifecycle of Apttus's quote-to-cash platform.

- Redesigned the entire billing experience for Apttus Cloud, migrating from Salesforce UI constraints.
- Developed a design framework distinguishing structured flows ("Don't Make Me Think" – high-volume automatable tasks like invoice runs, billing plans) from unstructured decision-making UIs ("Got Me Thinking" – where users need information layers to reach informed actions) .

- Designed prescriptive account landing page that surfaced impact-ranked next actions for each account based on its unique billing patterns, giving billing specialists both prescription and transparency.
- Identified the shared interaction patterns of all Apttus product lines and defined the infrastructure level components of Apttus Nova Design System 2.0.

SAP LABS

Sr. UX Specialist

Palo Alto, CA

Mar 2013 - Jul 2017

- **CUSTOMER CO-INNOVATION**

Partnered with enterprise customers (Dell, Caterpillar) to translate complex business needs into product solutions – Dell's sales lifecycle, Caterpillar's manufacturing efficiency workflows.

- **DEVELOPER AND EMPLOYEE EXPERIENCE**

Holistic service design approach; delivered Bridge (a launchpad unifying fragmented internal workflows and reclaiming lost productivity), Product Feature Management tooling, and SAPbot chatbot

- **APPHAUS SPECIAL PROJECTS**

Designed a no-code tool enabling business users to turn domain expertise into mobile applications

ELECTRONICS FOR IMAGING

UI DESIGNER

Foster City, CA

JUN 2010 - MAR 2013

Focused on designing for production printing **productivity**, including a new generation of Fiery Command Workstation; the first WYSIWYG visual printing driver for Win8; “dongle-less” feature delivering workflow; initiated a workflow concept on media based print flow (v.s. tray based).

INDEPENDENT DESIGNER

JAN 2008 - JUL 2010

Worked with multiple clients designing web app of online **education, dating, health** and tee time **booking**.



Education

INDIANA UNIVERSITY BLOOMINGTON

2009

Master of Science in HCI/Design GPA 3.87

BEIJING UNIVERSITY OF AERONAUTICS AND ASTRONAUTICS (BEIHANG)

2005

Bachelor of Science, Automation Science and Electrical Engineering



Skills

Qualitative User Research, Problem Definition, Task Analysis, Systems Thinking, Journey Map, Design Systems, Information Architecture, Interaction Design, Visual Design, Usability Testing, Accessibility
Figma, Google Stitch, Pencil,
AI workflow (design, product and vibe coding): Claude, AI Agents (OpenClaw), Midjourney



Industry Sectors

BUSINESS OPERATION

Marketplace Automation (Marketing, Contract & Closing, Financials)

2018-2020

Financial Ops (Order Management, Billing, Revenue Recognition)

2017-2018

Sales Operation, Manufacture Process, IoT

2015-2017

No-Code Creator Tool for Business User

2013

OTHER

Cyber Security

2020-2022

Employee Experience, Developer Experience

2014-2015, 2021

Production Printing Operation

2010-2013

Online Dating, Lifestyle

2009-2010

Online Learning/Course Planing

2008-2009