

# EUKA CHEN

## Senior Product Designer

cheneuka@gmail.com | (412)-330-9880 | www.eukachen.com | www.linkedin.com/in/eukachen

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### SUMMARY

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Visionary Product Designer with 10+ years of experience creating enterprise products that balance business needs, technical constraints, and user-centric solutions.

Spearheaded the development of an eCommerce AI/ML platform, achieving a 10x growth in active clients and leading to the company's acquisition through impactful end-to-end design.

Recognized for system thinking and transforming abstract concepts into actionable designs.

Expert in crafting high-fidelity prototypes that shape product roadmaps, unify team visions, address key pain points, and deliver scalable enterprise solutions.

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### PROFESSIONAL EXPERIENCE

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#### Senior UX Designer | Sitecore

2021 – 2024

- Led the design transformation of Reflektion's AI-powered personalization technology post-acquisition, resulting in two distinct products adopted by 100+ clients and enhancing Sitecore's product offerings, leveraging a holistic understanding of the original product and close collaboration with stakeholders.
- Established a multi-entity design framework for Sitecore Search, enabling scalable multi-entity support for 10+ major features while balancing business needs and technical constraints, achieved through rapid prototyping, high-fidelity demos, and iterative feedback.
- Delivered the Q&A Widget, adopted by 10 clients during its initial release, enhancing content search through Gen AI and conversational interactions.
- Spearheaded the integration of Reflektion products into the Sitecore ecosystem, streamlining onboarding for Discover and Search to align with 10+ other Sitecore products and enabling access to all 3 widget types within Sitecore XM Cloud through close collaboration with Sitecore Portal and XM Cloud teams.

#### UX Designer | Reflektion

2016 – 2021

- Transformed a "black box" system into a successful eCommerce AI/ML product, leading to the company's acquisition while expanding the platform from one core functionality to 10+ robust features through end-to-end design and close collaboration with the PM, engineering leads, and the customer success team.

- Led the design of all core features from essential component editors to advanced algorithm fine-tuning tools, resulting in the expansion of the client base from 4 alpha testers to 50+ active clients, achieved through a mental model driven design approach with high-fidelity rapid prototyping.
- Developed a unified design language and reusable component library of 100+ components, establishing a foundation that significantly reduced design and development time while ensuring consistency through close collaboration with front-end developers.
- Delivered 10+ tools for developers and analysts including API tools, analytics dashboards and domain configurations, broadening the product's impact from a merchandiser tool to a versatile platform empowering 5 distinct personas by balancing business needs, technical complexity and usability.

### **UX/UI Designer | Sqwell**

2014 – 2016

- Designed and launched a corporate wellness platform from 0 to 1, growing the partner base from 2 to 30+ by driving weekly design sprints and fostering strong collaboration with engineers and partners.
- Equipped the platform with 10+ comprehensive features, enabling tailored experiences for 3 distinct personas—instructors, general users, and wellness partners—through a holistic understanding of their unique challenges and the delivery of well-rounded prototypes.
- Developed a unified check-in experience, ensuring a smooth journey that integrates 30+ distinct partner workflows through user research, a deep understanding of varied check-in flows, and iterative testing.

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## **EDUCATION**

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### **Master of Entertainment Technology**

Carnegie Mellon University, Pittsburgh, PA (2014)

### **B.A. in Journalism & B.A. in Digital Entertainment Design**

Tsinghua University, Beijing, China (2012)

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## **HOBBIES & INTERESTS**

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- Passionate about conceptualization and holistic problem-solving; delivered tens of features from 0 to 1, and continually building more, solving more, and loving it even more.
- Enthusiastic about design systems and reusable components; crafting libraries previously in Sketch and now in Figma, continuously leveraging auto-layouts whenever possible.
- Love storytelling; constantly channeling a passion for pop culture and games into crafting narratives for user journeys and demos.