Dilly Chen

Product Design Team Lead

Taiwan
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SaaS product designer with 5+ years, now Product Design Team Lead, delivering end to end from requirements to UX/UI, prototypes, front-end build and QA. Skilled in Scrum: I plan team delivery, grow designers' design thinking, and was Product Owner and Scrum Master for an intern team building and running an internal HR system. Skilled with AI: Claude Code and Figma MCP prototypes for early validation, design skills and rules for consistent quality, and AI-assisted refinement that lifted team delivery 83%.

EXPERIENCE

Titansoft Pte Ltd

Product Design Team Lead 2026.07 — Now

- [Delivery] Lead product-design planning and delivery across requirements, scheduling, UX/UI and visual design, prototyping, implementation and quality review, with measurement plans tracked after release.
- [AI adoption] Build branch-based prototypes from project AI rules, then use my open-source Code to Figma plugin with Figma MCP to bring every screen state from code into Figma for writer and engineering handoff; on a real HR system's to-do page it found 15 states and 4 unhandled gaps, wireframed before QA.
- [AI adoption] Brought AI into requirement refinement, sprint planning and design with shared glossaries, templates and reusable skills, now part of every refinement session. The design team delivered 83% more work than in the previous six months.
- [Process] Reworked Scrum meetings so the team splits user stories finer with AI refinement and mock-data prototypes; sprint-goal completion holds above 90%.
- [Workshop] Ran an AI workshop for a client's marketing team, turning requirements, asset generation, localization and resizing into reusable AI workflows specialists can run through publishing.
- [Workshop] Led the organizing team of the Designer Conference (2025, 2026) with partner companies: topics, agenda and group workshops.
- [Interviewing] Interview designer candidates: built a reusable question bank and scorecard, use AI skills to cross-check portfolios, resumes and phone screens for gaps to probe, and assess against the company's skill-and-level framework.
- [People] Grow Senior designers' capabilities, create structured growth plans for Junior designers, and plan team collaboration, shared learning and annual design-organization documentation.

Senior Product Designer 2021.06 — 2026.06

- [Product design] Designed SaaS modules and workflows end to end in Scrum teams with product owners and developers, from problem framing and research through interaction design, implementation and QA, and standardized design-handoff materials for engineering.
- [Design system] Built reusable components, variables and design guidelines, owned the guideline for a large-scale cross-product campaign, and ran a company-wide design review for compliance and Figma handoff quality.
- [Research] Used AI to build usability-test prototypes in 2 days instead of 5; testing found at least 5 usability issues across the product, all of which were fixed.
- [Analytics] Set up behavior tracking with Microsoft Clarity and GA, using heatmaps and session recordings to find friction points that guide design fixes and post-release checks.
- [Training] Planned and taught company-wide Figma training for designers, aligning file structure, components and handoff conventions.

Fu Jen Catholic University · Part-time

Research Assistant 2019.07 — 2020.07

- Bird-information visualization, interview analysis, user flows and wireframes for an interactive mobile concept about Taiwan's endemic birds.

SKILLS

Design
Product design · UX research · Usability testing · UI / UX · Prototyping · Design systems

Leadership
Team planning · Designer growth · Workshop facilitation · Scrum coaching · DesignOps

Measurement
Metric planning · Behavior analytics (Microsoft Clarity, GA)

AI practice
Claude · Claude Code · Codex · Cursor · Muse · Customized Skills / Plugins / MCP · Workflow automation

Front-end
HTML / CSS · Vue · Git / PR

Tools
Figma · Framer · Photoshop · Illustrator · Jira · Confluence · Notion

TALKS

2026 · Titansoft Days Conference
Redesigning Workflows with AI Agents

2025 · NCKU Career Coaching Program
Growing as a UI/UX Designer

2024 · Titansoft Days Conference
Value-Driven: The Key to UX Impact ↗

2024 · Plus Ultra Conference
Team Quality Evolution: Automation Workflow in Scrum

EDUCATION

M.F.A. in Applied Arts – Visual Communication Design
Fu Jen Catholic University · 2018 — 2020

B.S. – IESM, Industrial Engineering
Feng Chia University · 2014 — 2018