

Emmy Chen

Product Designer

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[Portfolio](#) (Password: Chen2024)

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Experience

Product Designer | Cisco Systems Inc.

December 2022 - Present

- Designed, conducted and synthesized user research activities around Leadership challenges to help build a deeper understanding and address usability issues with Leadership Central 2.0
- Crafted over 20 personas for a Hybrid Teams Project, utilizing user research insights to inform user-centered design decisions and accurately reflect target audience demographics
- Consulted with the Security Team to define and understand functionality, design, and technical requirements for a solution to solve transformational cultural change
- Developed research methodology and procedures to streamline report creation and insight findings for Leaders and AI, leading to concept committed project
- Created user journeys, wireframes, UX flows, prototypes, UI mockups, sketches, and visuals for the Performance Team digital solution
- Successfully facilitated Design Sprints using the AJ&Smart methodology for Performance and Security, guiding teams through the E2E design process, producing high fidelity prototypes
- Iterated and drove design decisions for Performance and Security solutions based on feedback and user metrics from a broad range of team members and user testing

Product Marketing | Cisco Systems Inc.

April 2021 - December 2022

- Drove and facilitated monthly product launches, driving growth and customer retention for Collaboration AI for Webex and Webex Control Hub
- Developed messaging and lead storytelling to drive external awareness and position Webex as market leader

Worldwide Alliance Marketing Manager | Hewlett Packard Enterprise

August 2020 - April 2021

- Created voice of customer survey to uncover customer needs and create solution oriented content for Red Hat and HCL Technologies
- Developed content for partner solutions (presentations, sales enablement trainings, blogs, webinars, videos, technical trainings, technical papers, customer references)

Education

Bachelors Degree, Marketing | University of Arizona

Tucson, Arizona

Skills

Design

UX strategy, user flows, concept sketches, experience mapping, wireframes, prototypes, mockups, Design Thinking, design systems, Design Sprint facilitation, user centered design, Agile

Research

User interviews, usability testings, competitor analysis, persona creation, data analytics, data synthesis

Tools

Design

Figma, Adobe XD, Miro, inVison, Keynote

Research

Dovetail, Qualtrics, Maze