

Frieda (Xiaoyu) Chen

PRODUCT DESIGNER | 5+ YEARS OF EXPERIENCE

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AI-native designer and builder creating next-generation agentic experiences, using data and rapid experimentation to turn ambiguous problems into clear product direction.

EXPERIENCE

Product Designer, AI / WHOOP

JAN 2026 – PRESENT

- Led the design of WHOOP's context-powered AI coaching experience and underlying memory system, serving **2M+ members**; daily Coach engagement grew from **~285K to 510K+**.
- Drove mixed-methods research at scale (**10K+ survey responses**, 20+ interviews, A/B tests), translating user insights into design decisions and product priorities across memory, Programs, and nutrition experiences.
- Led 0→1 design of WHOOP Programs, a strategic initiative evolving AI coaching from health insights to long-term behavior change through personalized, adaptive plans.
- Established scalable AI interaction patterns spanning agent behaviors, conversational UX, and agent-rendered UI widgets, adopted across 20+ features.
- Built internal Claude Code workflows and an agent-readable design system, letting non-technical teammates explore AI features directly in code.

Founding Product Designer / Codentist.AI

MAY 2025 – DEC 2025

- Led 0→1 design of an AI-native dental practice management platform, integrating voice AI, imaging intelligence, and automated workflows across clinical and practice operations; reduced task time by **45%** in usability testing.
- Prototyped in code alongside engineers to compress design-to-build cycles, shipping the MVP in 3 months, supporting a **\$1.5M fundraising**

UX Designer / Philips

MAY 2025 – AUG 2025 / INTERNSHIP

- Improved Loom, an AI medical imaging platform, by fixing clinical edge cases blocking adoption; **+35% task completion**, **-22% operation time**.
- Defined product requirements for an AI sales enablement tool through 10+ interviews with sales and service teams.

Product Designer / American Red Cross

OCT 2024 – MAY 2025

- Designed the simulation mechanics and UX/UI for an AI disaster-response training game for ARC workers; improved **training efficiency 80%**.
- Defined agent roles and interaction logic for RL and LLM agents, partnering with ML engineers to model how responders and AI collaborate under disaster conditions.

Product Designer / Eaglenos

JUN 2021 – JUN 2024

- Led design of a CGM + AI chronic disease management platform from launch to scale; grew to **100K+ users** and **2K+ paid conversions** in 8 months.
- Defined product strategy through 50+ research sessions, shipping 3 major iterations with cross-functional teams.
- Designed the content operations system behind the app; **+400% operational efficiency**, **+140% engagement**.

EDUCATION

2025 | MS

Integrated Innovation for Product and Service

CARNEGIE MELLON UNIVERSITY

2021 | BFA

Visual Communication

RINGLING COLLEGE OF ART AND DESIGN

DESIGN SKILLS

Mobile App Design, Responsive Web Design, Data Visualization, User Interface Design, User Experience Design, Design System, Wireframing, Prototyping, SaaS Product Design, Information Architecture, Visual Design, Accessibility Design, Interaction Design, Motion design

RESEARCH SKILLS

User Research, Usability Testing, A/B Testing, Competitive Analysis, User Interview, Quantitative Research, Qualitative Research, Journey Map, User Flow, Storyboarding, Persona, Heuristic Evaluation, Affinity Mapping

AI-SPECIFIC SKILLS

LLM Integration, Task Automation UX, Agent Workflow Design, Voice AI, Conversational AI, AI Visual Design, Prompt Engineering, AI-prototyping

TOOLS

Figma, Claude Code, Codex, Adobe Creative Suite, Webflow, GitHub, Unity, HTML+CSS, JavaScript, v0, Cursor, Python, Replit, Vercel, TypeScript, React