

Chunhe Tang

SENIOR PRODUCT DESIGNER

New York, NY · Authorized to work in the U.S.

Portfolio.ChunheTang chunhetang521@gmail.com +1 929-802-0981 linkedin.com/in/chunhe-tang/

Senior Product Designer with 9+ years of experience designing AI-powered education products and enterprise SaaS platforms serving 20M+ students and teachers. Specializes in 0-to-1 product design, design systems, and user research, bringing consumer-grade experience quality to complex B2B workflows.

EXPERIENCE

Senior Product Designer | *TAL Education Group* Feb 2021 – Oct 2025
Beijing, China

- Led end-to-end design of an immersive online classroom platform used by 300K+ students and teachers, from discovery through post-launch iteration.
- Led the redesign of a tutor operations platform, streamlining core workflows to reduce task completion time by 70% and scale tutor capacity 2x, supporting 500+ students per tutor vs. 200–300 previously.
- Designed a reusable gamification system (quest-based progression, reward loops, instant feedback, leaderboards) that turned routine practice into self-driven learning.
- Built a scalable design system adopted across multiple products and teams, and shipped AI-assisted learning interaction models with AI, engineering, and curriculum partners, validated through user research and A/B testing.

Product Designer | *New Oriental Education & Technology Group* Jun 2018 – Feb 2021
Beijing, China

- Led product design for a K-12 classroom learning platform used by 400K+ students and teachers across 1,000+ schools.
- Owned core teaching and learning experiences from concept to launch, translating research insights into requirements with product and engineering partners.
- Improved post-launch user satisfaction by 20% through user interviews, usability testing, and iterative UX refinement.

Junior Product Designer | *Min Ai Financial Information Service* Feb 2017 – May 2018
Shanghai, China

- Owned end-to-end design of key user flows, conducting user research and usability testing to identify friction and iterate on interface and conversion workflows.
- Increased conversion rate by 15% by applying user segmentation to tailor on-screen content and streamline conversion flows for different user segments.

SKILLS

Product Design

Product Strategy, 0-to-1 & End-to-End Product Design, Enterprise SaaS, Information Architecture, Interaction Design, Design Systems, Prototyping, Accessibility (WCAG)

Research and Data

User Research, User Interviews, Usability Testing, A/B Testing, Data-Informed Design, Journey Mapping

Tools

Figma, Framer, Principle, Figma AI, Claude, Claude Code, Cursor

Collaboration

Cross-Functional Collaboration, Stakeholder Management, Agile/Scrum

Languages

Chinese | English

EDUCATION

Bachelor's Degree in Industrial Design

Zhongyuan University of Technology 2011 - 2015

RECOGNITION

- Three-time Department Outstanding Employee
TAL Education Group
- First Inventor of a Chinese Invention Patent & Co-inventor of 3 Design Patents