

Shelley Huang

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Education

Master's in Entertainment Technology and Interaction Design

Carnegie Mellon University, Pittsburgh

08/2016 – 05/2018

B.A. in International Business

Soochow University, Taipei

09/2009 – 06/2014

Software & Tools

Figma

Claude / Claude Code

AI-assisted prototyping

Miro

Adobe Creative Suite

HTML / CSS

Design systems

Rapid prototyping

Design Skills

Product Strategy

User Research

Workflow Mapping

Interaction Design

Usability Testing

Enterprise UX

Data-rich UX

Design Systems

Prototyping

Visual Design

Experience

EKN Engineering | Senior Product Designer

08/2025 – Present

- Own end-to-end product design for over.vu, an enterprise work execution platform that helps utility and infrastructure teams turn complex operational processes into clear, scalable workflows.
- Design cross-project work management, QA/QC review, scheduling, planning, and map-based experiences used across engineering, field, compliance, and delivery teams.
- Shape automation patterns that reduce repetitive manual work and make high-volume operational workflows faster and more consistent.
- Lead research, workflow mapping, interaction design, and high-fidelity prototyping across ambiguous, data-heavy problems.
- Use Claude as part of the day-to-day design process to explore flows and build functional prototypes quickly, then refine them with users, product, engineering, and domain experts.

PG&E through Avenue Code | Product Designer II

09/2021 – 02/2025

- Led research to uncover pain points in PG&E's dispatch and monitoring tools, translating field and operational needs into product priorities.
- Designed and shipped enterprise geospatial task-assignment experiences that simplified data-heavy workflows and reduced inspection costs by 10% (\$50M annually).
- Prototyped and tested complex workflows with users before rollout, using findings to improve usability and operational clarity.
- Partnered with product, engineering, and utility stakeholders to align user needs, business requirements, and technical feasibility.
- Evolved PG&E's design system to create cohesive, scalable experiences across web and mobile.

Trianz | Product Designer

09/2019 – 09/2021

- Redesigned an analytics platform for 30,000+ franchise owners, simplifying complex information through clearer hierarchy, navigation, and interaction patterns.
- Designed and launched a remote collaboration product that made distributed team workflows more transparent and streamlined.
- Led end-to-end UX from discovery and workflow definition through rapid prototyping, usability testing, and developer handoff.
- Partnered closely with product managers and engineers to turn ambiguous requirements into scalable enterprise experiences.

Wish | Product Designer

05/2019 – 09/2019

- Redesigned the merchant platform for 1.3M+ global merchants, improving navigation, information architecture, and core workflows.
- Turned research insights into reusable UI patterns and clearer onboarding and engagement experiences with product, growth, and engineering.

Samsung | UX Designer

06/2018 – 05/2019

- Designed and prototyped native mobile experiences for Samsung's Digital Wellbeing suite, including Focus Mode and Wind Down Mode.
- Created scalable UI patterns aligned with Samsung's global design standards, iterating through research, prototyping, and user feedback.