

WENJIE WU

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EXPERIENCE

Senior Product Designer | DigitalOcean San Francisco, CA | April 2025 - onwards

Lead designer for the Managed Database. Define and drive UX direction for enterprise-scale data products.

- Delivered a 26% revenue lift above forecast by launching database Autoscaling Storage feature.
- Grew database migration traffic 2.5% by redesigning the landing experience and index pages.
- Reduced support tickets by 50%+ by delivering advanced configuration and delete safeguard features.
- Saved 15+ hours per week in engineering communication by establishing cross-functional workflows.

UX Designer | Microsoft San Francisco, CA | May 2024 - Sep 2024

Worked on the Azure Solutions and Ecosystem UX team. Contract via Aquent.

- Increased trial-to-paid conversion by 8% by designing Copilot AI-powered flows in Oracle Database @Azure.
- Built an AI Design Hub from scratch for Azure Horizon team, consolidating resources and solutions across 20+ products while mentoring designers to ensure scalable AI practices.
- Improved Azure Monitor discoverability and reduced task time by 25% with AI-powered dashboard design.
- Ensured consistency by conducting a design audit for 6 ASE products and creating AI design principles.

Founding UX Designer | Petal San Francisco, CA | February 2022 - May 2024

Lead designer for 3 AI products: document analysis platform, AI chatbot builder, and FDA data search tool.

- Achieved a 20x growth in overall user base by launching two 0-1 AI products across distinct industries.
- Launched the first B2B product from scratch, a key driver in successfully closing the last fundraising round.
- Increased retention by 20% by designing AI features for easier data comparison and document querying.
- Reduced support tickets by 30% through improved onboarding and better tool discoverability.

UX Designer | BoardX San Francisco, CA | June 2021 - January 2022

BoardX is an online whiteboard web app designed for remote teams to collaborate in real-time.

- Reduced note-taking time by 23% with a private board feature for distraction-free collaboration.
- Drove UX direction through research, data and cross-functional collaboration.
- Ensured consistency by creating high-fidelity Figma mockups aligned with the existing design system.

Product Designer | Dragon Baby Seafood Fremont, CA | December 2020 - June 2021

Dragon Baby Seafood is an E-commerce iOS mobile app targeting the Chinese community in the Bay Area.

- Reduced checkout time by 17% by simplifying steps and redesigning information architecture.
- Increased order completion rate by 16% by designing clear visual cues for key information.
- Led user-centered design through research and in-person usability testing with over 60 participants.

EDUCATION

Master of Design | University of California Berkeley

Bachelor of Urban Planning | Beijing Forestry University