

# Passionate customer experience centric design leader

Palmer Huang

palmer@cleanui.com / (240) 383-0811 / [www.cleanui.com](http://www.cleanui.com)

**overview + case studies**

Life is fleeting, and what we leave behind matters.  
For me, it's the experiences I've contributed to,  
experiences that bring positive change to others.

Hello, and thank you for your time. In short, you're looking at the career  
summary of a seasoned product design leader.

I am inherently a builder. There's nothing more fulfilling than witnessing  
shipped products that genuinely impact people's lives. In our  
exponentially evolving world, good design is the decisive factor in  
determining the success or failure of a product. In this context, I  
consider myself a design thinking advocate. While I may not excel in  
drawing, coding, or traditional 'design,' I firmly believe that good design  
is a collaborative effort involving not only designers but also engineers,  
product managers, researchers, and more. Design thinking is a  
discipline, a process applicable to various roles beyond just designers.

If you're intrigued, I'm eager to discuss how I can contribute.



## Personal Highlights:

### Lead Design & Product management at multiple successful startups:

#### Element Biosciences, Senior Staff Designer

- Led the design team in establishing a design review and release process.
- Promoted design thinking and methodologies across the company.
- Embraced Material UI as the foundation for our design system and crafted a customized AVITI design library.

#### Vibe Inc (Seed - Series A, 2.5 Yrs), Head of Design & Product:

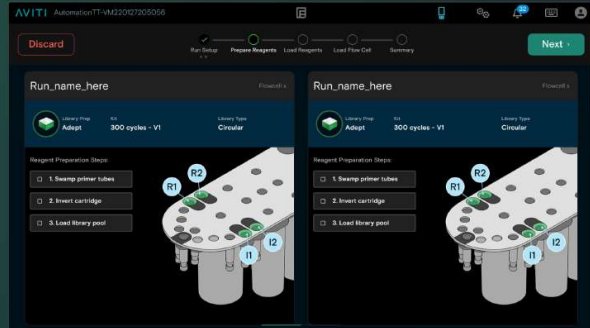
- Led Design and Product Management Teams for the Saas division.
- Played a pivotal role in securing \$10M in Series A funding.
- Defined and led the team to build the initial version of SAAS, successfully launching with pilot customers, including universities, pro sports teams, and tech companies in the US.
- Led the product team in designing and building Vibe's first Enterprise offering.
- During my tenure at Vibe, hardware sales increased tenfold, introducing two new lines of business in software services. Vibe earned recognition as the category leader in customer satisfaction.

## Personal Highlights:

### Extensive experience in remote or hybrid workplaces:

- Methodical design leadership through: design thinking, promoting design systems, agile methodologies and user centric approach
- Have successfully lead internationally distributed teams while in fully remote roles
- Primary expertise in design with secondary competency in web development and product management allow me to be a stronger collaborative design leader in any startup environment
- My design career extends beyond startups. I held design lead roles in established public companies (Facebook, Guidewire etc). With these experiences, I am better equipped to help companies navigating through the usual startup pains - establishing systems early in place with future scalability in mind.

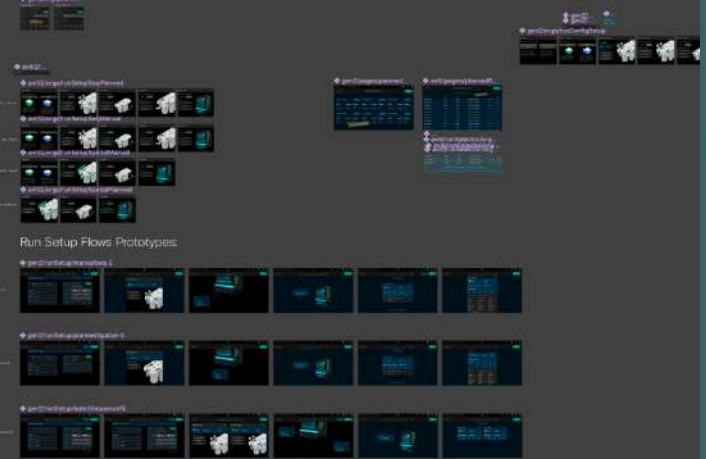
AVITI



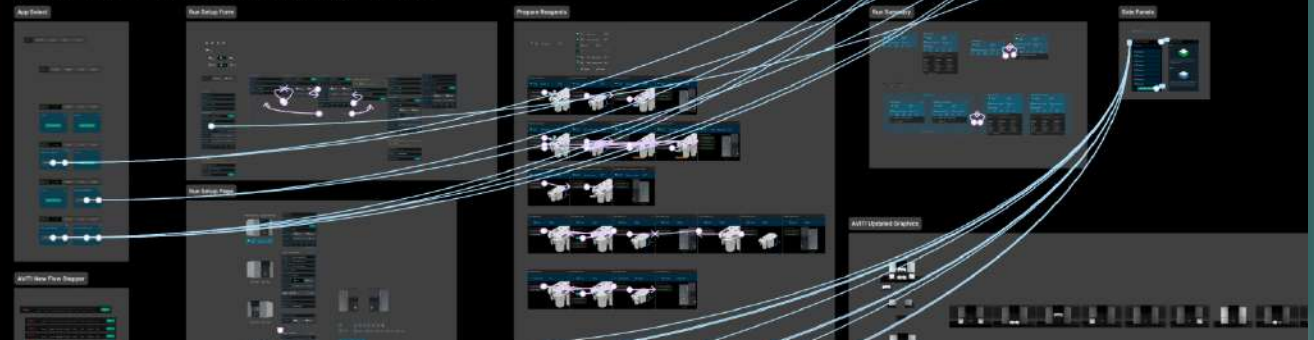
Swiping Homecards Prototype



AVITI OS 2 Design System



New Flow Components with Prototype

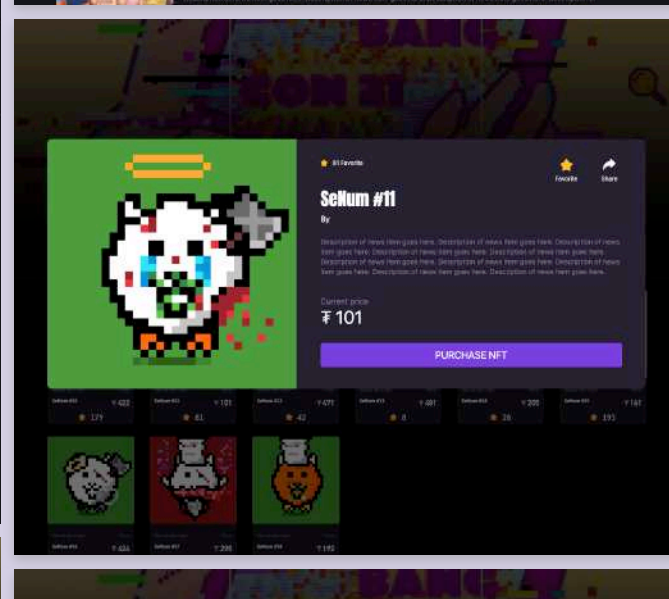
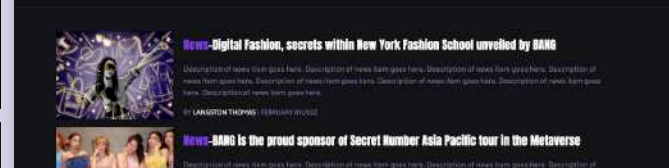
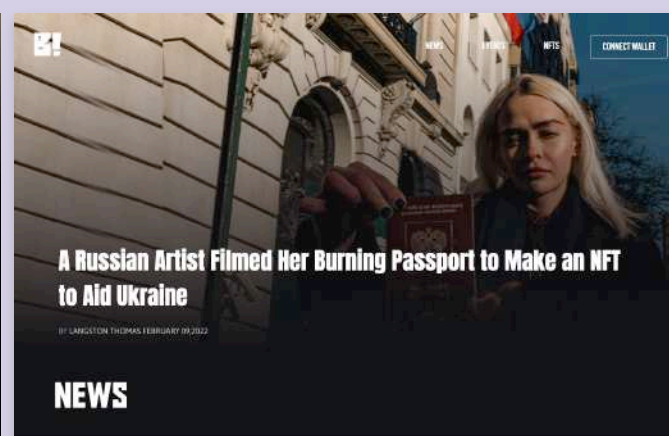
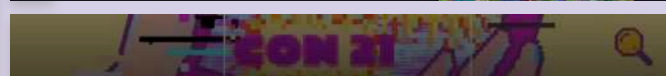
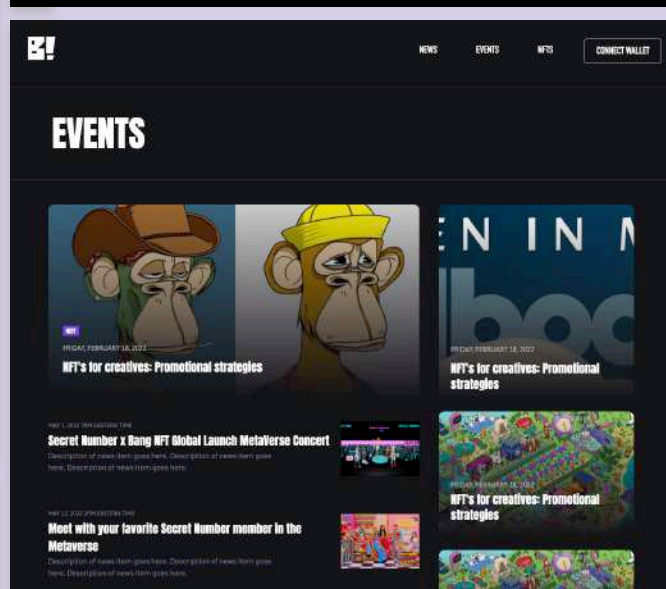
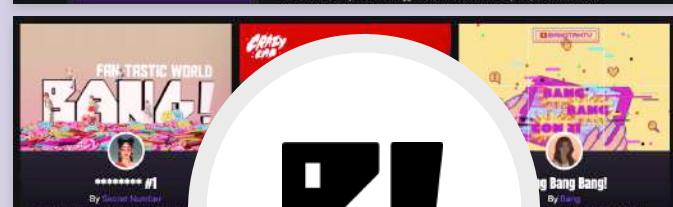
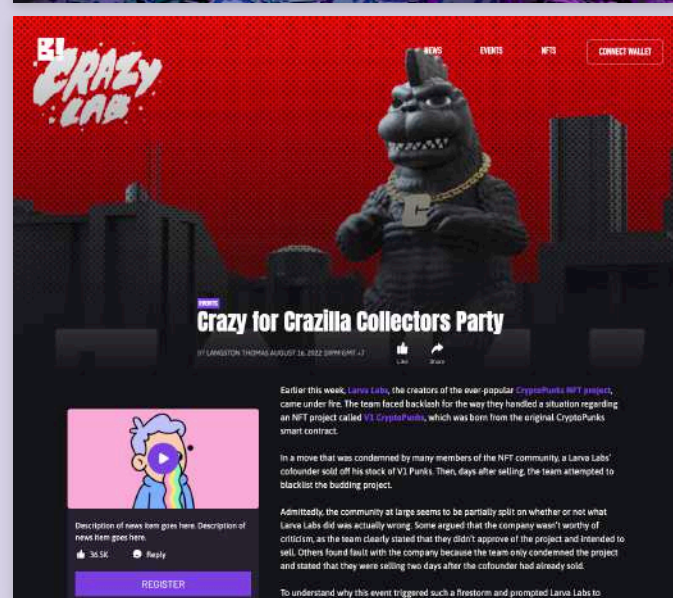
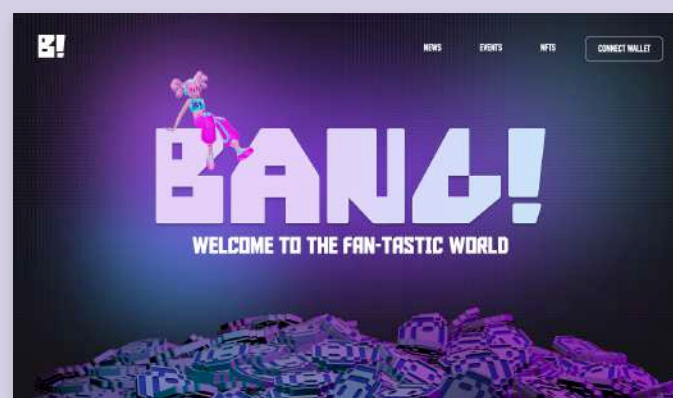


case study  
Element  
Biosciences

my role  
Senior Staff Designer

focus area  
Design Leadership, Design Systems  
Creation, OS Redesign, Accessibility  
and Prototypes





case study  
Bang Inc

my role  
Founding Member  
Advisor

focus area  
Product Strategy, Design Direction,  
Source MVP Team, Fund Raising

## Activate your presentations



- Fluidly mirror your screen and dynamically annotate any file type while you present.
- Spark new ideas and develop them together in real time.

[Learn more →](#)

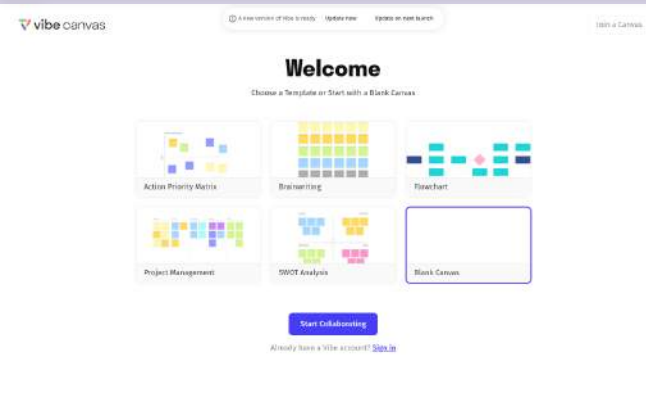
## Vibe Smartboard 55"

# Take your teamwork to the next level

Portable and versatile, the Vibe 55" is there whenever and wherever you need it, turning any space into a place built for teamwork.

[Learn more →](#)

[Buy →](#)



## Turn Inspiration Into Your Creation



- Capture thoughts and express ideas naturally with smart drawings.
- Collaborate in real time on any device, from anywhere in the world.

[Learn more →](#)

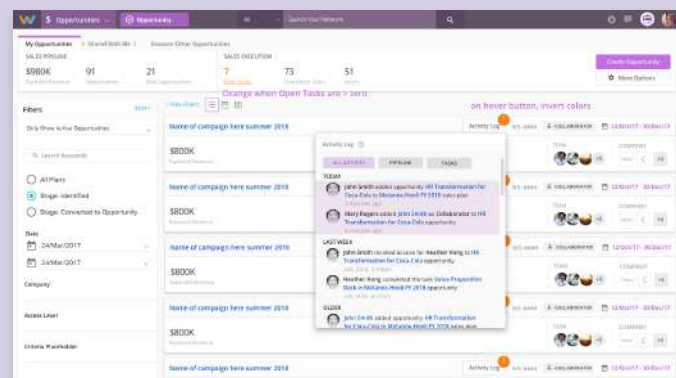


case study  
Vibe Inc

my role  
Head of SaaS  
Product & Design

focus area  
Lead SAAS Product & Design Team,  
Enterprise & Education Product Strategy,  
Participated in Series A Funding





**UX Professional**  
**Teena Singh**

I work at the intersection of customer engagement, user experience, product strategy, sales and marketing and my passion and experience lies in advocating the user's needs, improving their experience and sharing the story.

**ROLE DESCRIPTION**  
Seasoned UX professional with over a decade of expertise in HCM software design, user centered design, implementation and product roll out.

**BEHAVIOR AND HABITS**  

- A little description about what you like to do
- Good experience with enterprise level applications
- Some other things you do now that affect the testing of our product.

**GOALS**

- Assess WorkSpan design team user feedback process
- Try WorkSpan as Campaign Manager and Program Manager, UX evaluation
- One more goal

**WISHES/FEATURES**

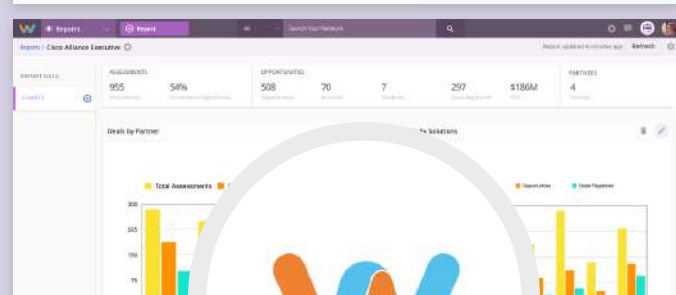
- Automatic potential testing candidate funneling
- Live annotation during feedback session
- Offline playback and annotation
- Reporting across multiple user studies

**HOW TIME IS SPENT IN A WEEK**

- 40% | Conditional with potential testers
- 25% | Prep testing materials
- 10% | Project planning
- 10% | Meetings and presentations
- 15% | Manager duties

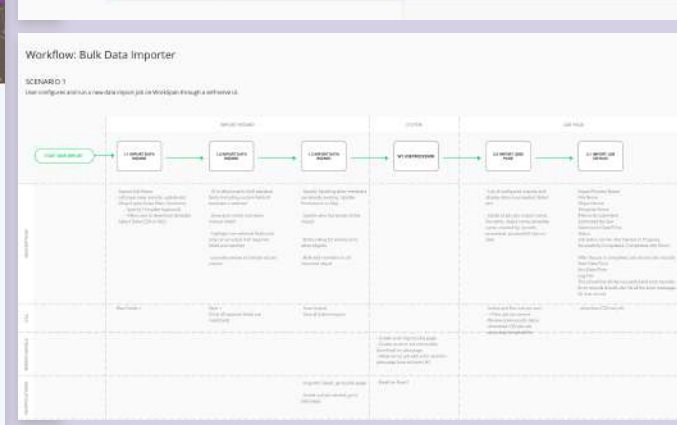
**FRUSTRATIONS**

- A little description about is frustrating of your current job
- Something you repeat over and over again
- How about what you spend most of your time on



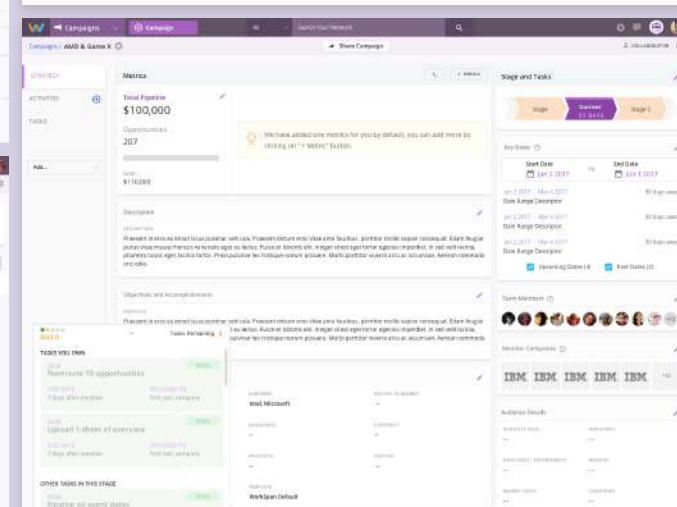
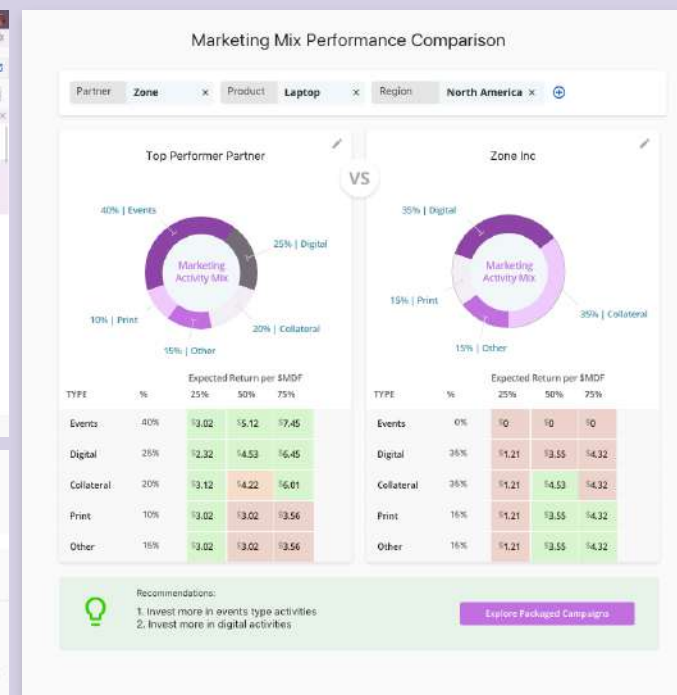
WorkSpan software interface showing a table of tasks with columns for ID, Name, Description, and Status. The table lists various tasks and their associated details.

ID	Name	Description	Status
101-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
102-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
103-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
104-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
105-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
106-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
107-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
108-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
109-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
110-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
111-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
112-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
113-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
114-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
115-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2



WorkSpan software interface showing a table of tasks with columns for ID, Name, Description, and Status. The table lists various tasks and their associated details.

ID	Name	Description	Status
101-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
102-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
103-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
104-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
105-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
106-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
107-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
108-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
109-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
110-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
111-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
112-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
113-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
114-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2
115-0000	Name goes here	Random dummy description text comes here. It can be of more than 1 line.	Value 1.2

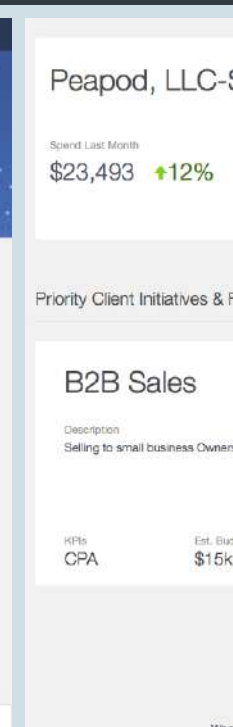
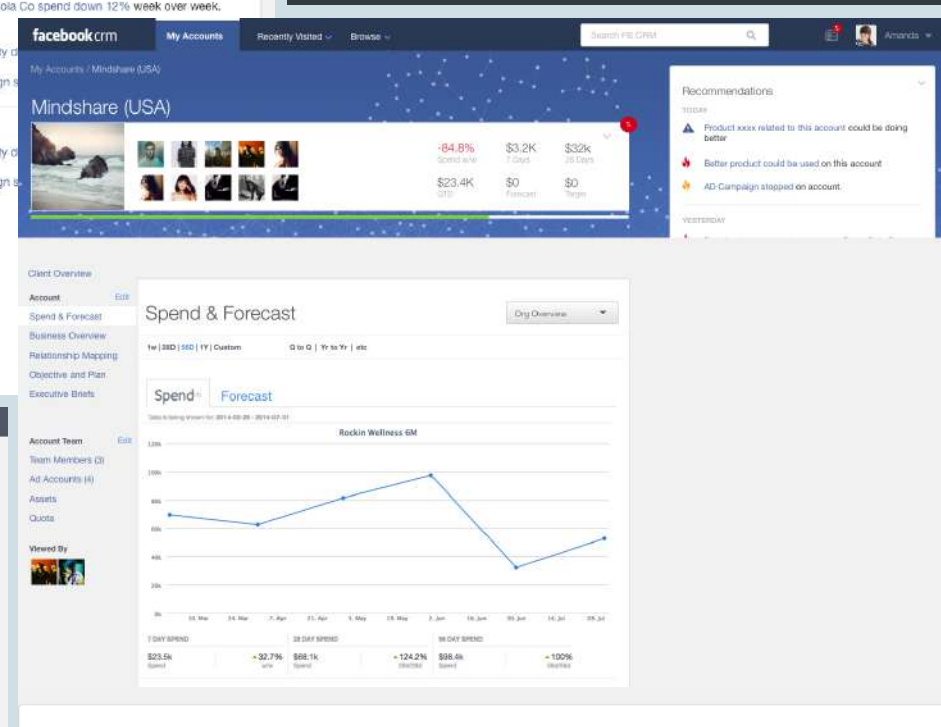
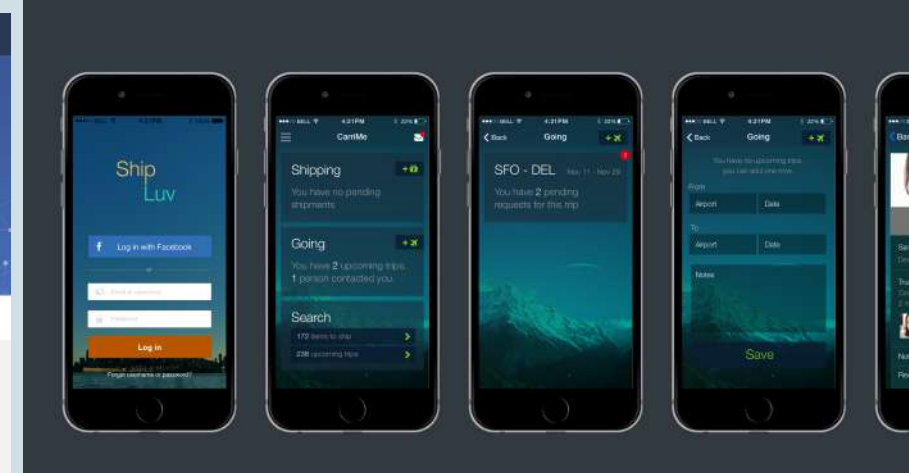
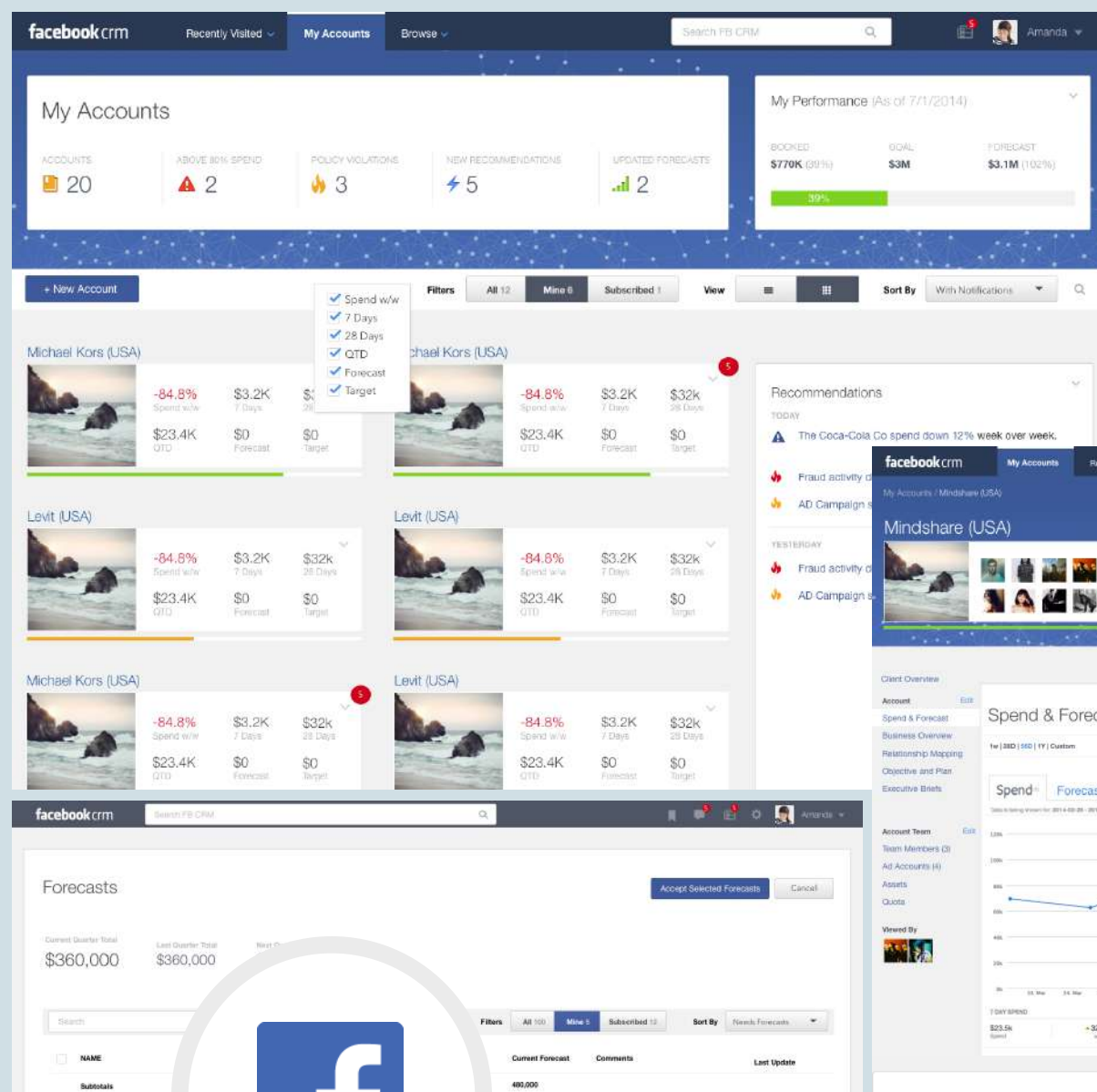


case study  
WorkSpan

my role  
Head of Design

focus area  
Strategy, Process, Hiring, Mentorship,  
Design Contributions



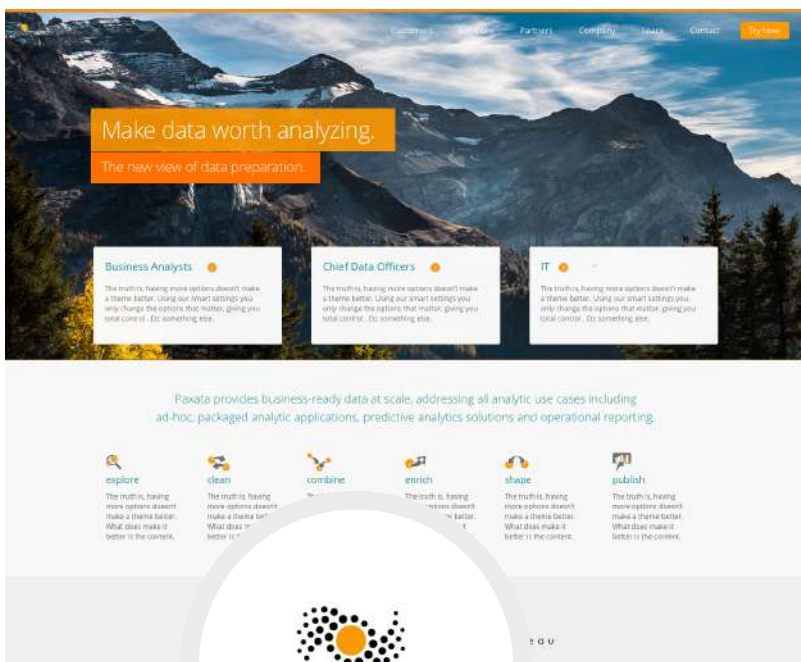
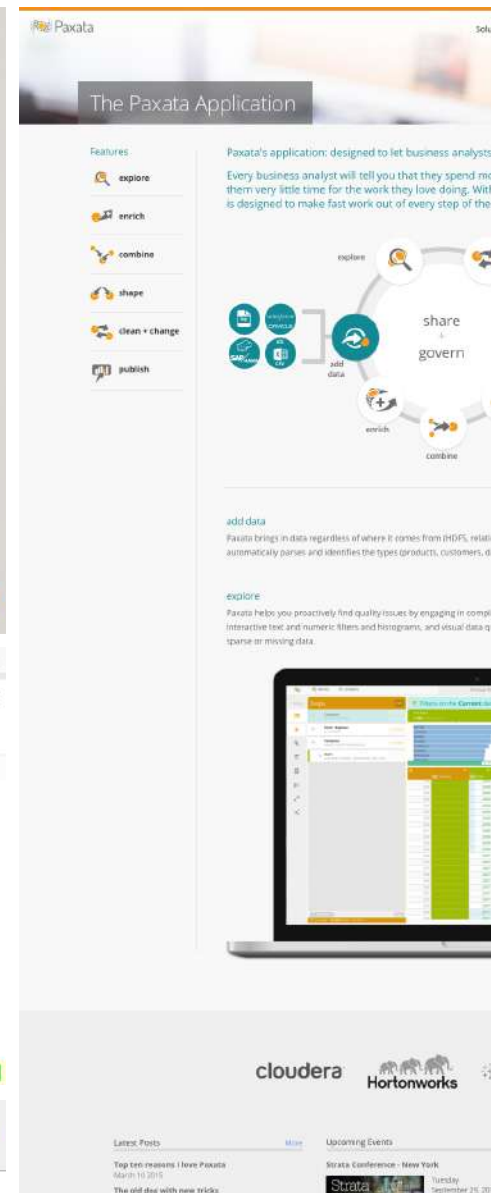
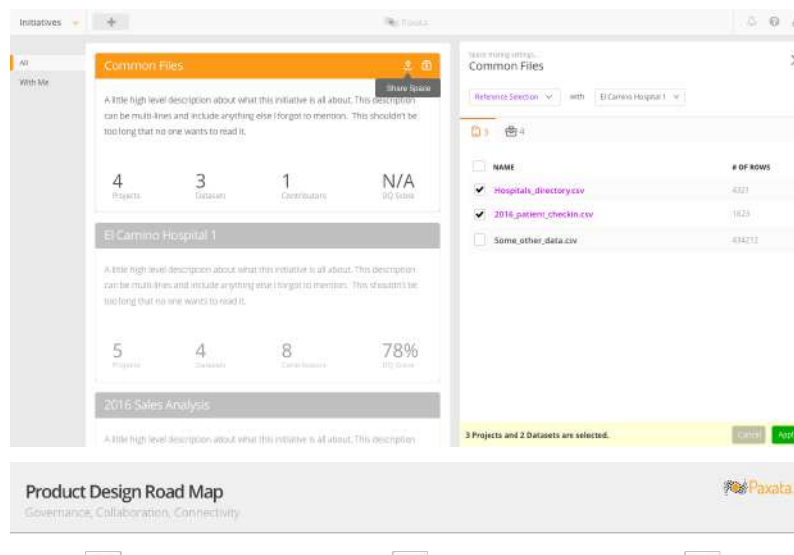
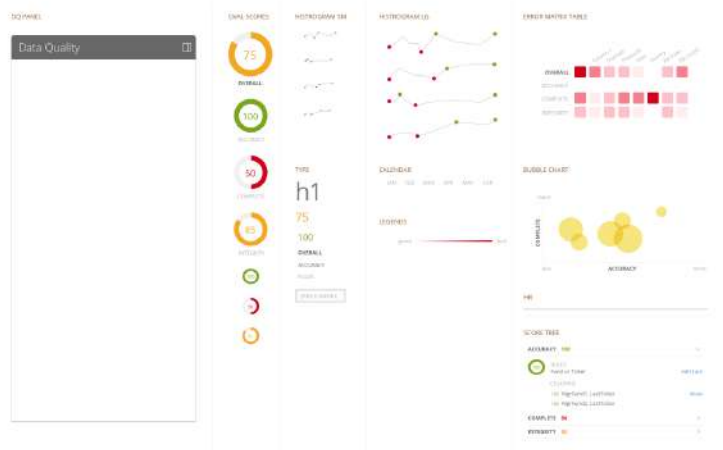


case study  
Facebook CRM

my role  
Design Lead

focus area  
Strategy, Process, Design, Prototype,  
Research, Mentorship

## DQ Components

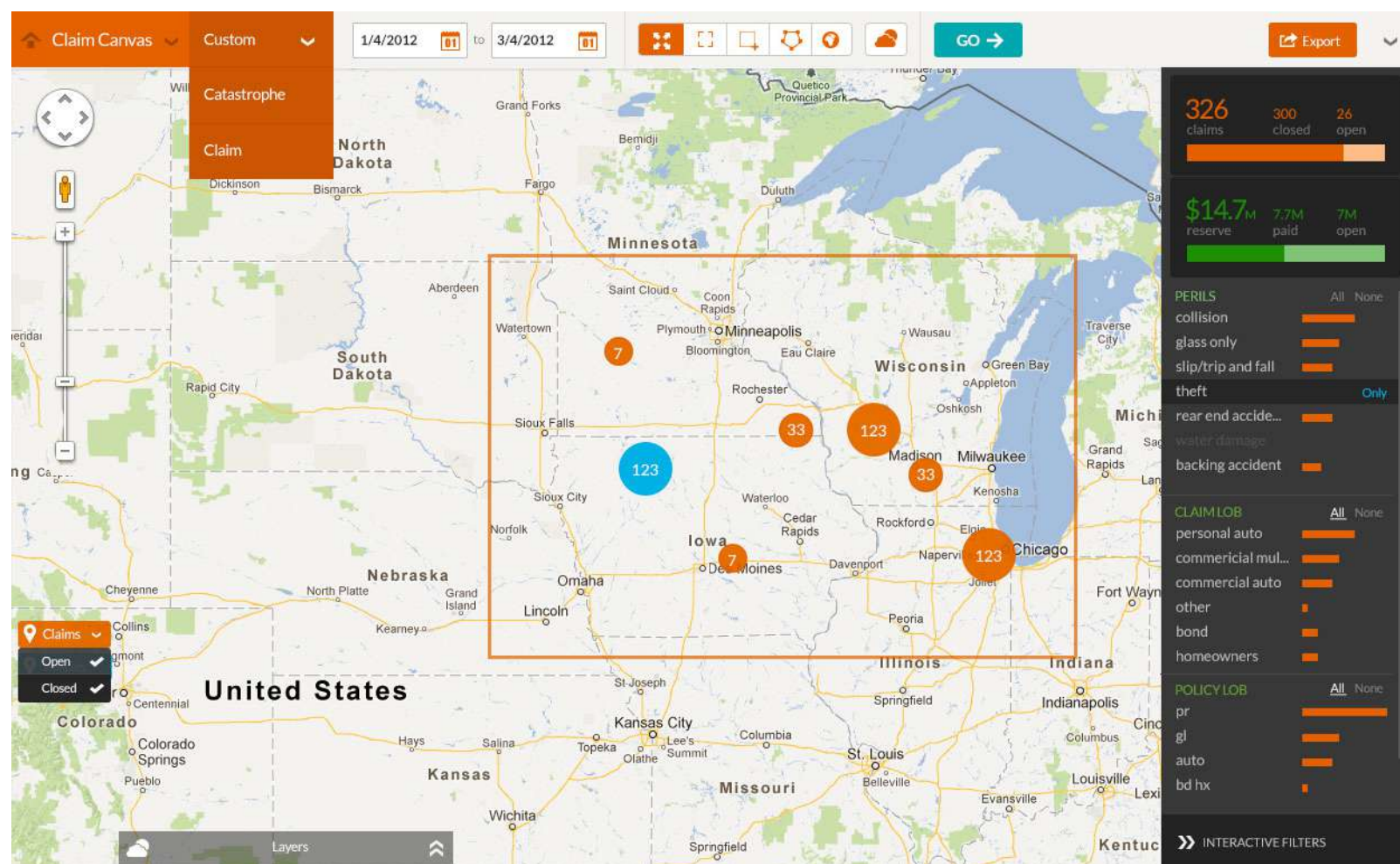


case study  
Paxata

my role  
Design Lead

focus area  
Strategy, Process, Design, Prototype,  
Research, Mentorship





## Fastcase iPhone GUI - Ver



Much more available upon request...

I am truly passionate about what I do. I enjoy knowing that I am helping others solve problems through Design. Here are a few blurbs written by others who know me well.

Palmer's contributions are not limited to excellent design work. At WorkSpan, he re-designed the application from scratch from selecting the color scheme to defining the most complex interactions. His design aesthetic, the speed he works at and ability to hone in what really matters set him apart as an exceptional designer.

What made him even more impactful though was his ability to communicate design tradeoffs in a manner that could be easily understood by non-designers and get buy-in for his design decisions. This resulted in much faster delivery of product to the end-users. Palmer is also a fun person to work with. He can single handedly lift up the team with his ability to connect with others and simply make work fun. As any team leader knows, this contribution is invaluable and makes Palmer an asset to any team lucky enough to have him.



**Pramod Srivatsa**

Founder at Pursute

Pramod managed me directly  
as VP of Products at WorkSpan

Palmer has a gift for coalescing feedback from disparate parties to derive a solution to complex workflow and visualization problems. He's the antithesis of the stereotypical designer in his ability to work well with everyone from marketing to engineering and externally with all levels of customers.

His work goes beyond the look and feel to understand the underlying goals for the user and the result is a novel experience that exceeds the requirements, stated or implied, without feeling like simply a compromise between opinions.



**Whitman Kwok**

Founder & CEO at ZAM

Whitman managed me directly  
as VP of Products at Paxata





# Palmer Huang

Passionate CX-Centric Design Leader

240.383.0811

palmer@cleanui.com

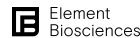
www.cleanui.com

Life is fleeting, and what we leave behind matters. For me, it's the experiences I've contributed to, experiences that bring positive change to others.

I'm a builder at heart, finding immense satisfaction in delivering products that genuinely impact people's lives. In today's exponential world, good design is the X factor that can make or break a product's success. In this context, I see myself as more of a design thinking advocate. I may not be a skilled artist, coder, or 'designer,' but I firmly believe that good design is a collaborative effort, not limited to designers alone. Design thinking is a discipline, a process that engineers, product managers, researchers, and many others can practice and refine.

If you're still intrigued, I'm eager to discuss how I can contribute.

## 17+ Years of Experiences



### Senior Staff Designer

Element Biosciences

Aug 2022 - Aug 2023



### Head of Design

Vibe

Aug 2019 - Jun 2022



### Head of Design

WorkSpan

Feb 2017 - Jun 2019



### Design Lead

Paxata

Jun 2016 - Jan 2017



### Design Lead

Facebook

Jun 2014 - Jun 2016

+ 6 more years of product design experience at various companies: AOL, Fastcase, Jackrabbit Design and Palomar Medical

## Leadership

- Experience Driven WorkShop
- Design System & Governance
- Team Building & Mentorship
- Roadmap Planning & Product
- Cross-functional Collaboration

## Design Doing

- Formative & Qualative Research
- Design Briefs
- Workflows & Wireframes
- Visual Mockups (Sketch)
- Prototyping
- Data Analytics

## Education

Bachelor's Degree in Graphic Design  
Boston University

## Personal

- Proud father of two boys
- Enjoys cooking, snowboarding & sailing
- Speaks fluent English & Chinese