

CHUNG-HAN TSAI

Strategic Problem Solver · Systems Thinker · Evidence-Driven

Design leader with 14+ years of experience in B2B data solutions and B2C smart home apps. I advocate for design rationale within constraints, ensure evaluation, and foster a learning culture.

[chunghan.work](#) · pw: **ctsaiwork2026** | Plmaxi@gmail.com | (917) 513-8283 | [linkedin.com/in/chunghantsai/](https://www.linkedin.com/in/chunghantsai/)

SKILLS

Design Leadership

- Product Vision
- Cross-functional Collaboration
- Design Consistency
- Success Measurement

People Management

- Career Frameworks
- Collaborative Culture Building
- Goal Setting (Biz/Personal)
- Learning Culture Development
- Talent Recruitment
- Talent Retention

Domain Knowledge

- Analytical Tools
- Customer Data Platforms (CDP)
- Dashboard & Monitoring
- Data Collection & Processing
- E-Commerce
- Jobs To Be Done (JTBD)
- Process Mining
- Smart Home Ecosystems
- Vibe Coding

Design Process

- Critique and Review
- Design Thinking Workshops
- Design Systems
- Design Principles

EDUCATION

Certificate of Disruptive Strategy

[Harvard Business School](#)

2023, Online

M.S. in Information (HCI)

[University of Michigan](#)

2013 – 2015, Ann Arbor

B.A. in Library Science (LIS)

[National Taiwan University](#)

2004 – 2008, Taipei

EXPERIENCE

Senior Product Design Manager

[Data Management @ Splunk/Cisco](#)

2021 – 2026

Leading a team of 6 product designers and 1 design intern to develop comprehensive data management solutions supporting Security, Observability, and IoT use cases.

- **Led 0-to-1 development of 3 products** - Cloud Data Manager, Edge Processor, Ingest Processor; featured in Splunk's earnings calls.
- **Drove adoption** achieving 400+ Cloud Ingestion active customers (300M events/day) and 100+ Data Processing active customers (5TB/day).
- **Cut onboarding** from days to 30 minutes (Cloud ingestion); applied AI to streamline root cause analysis and onboarding.
- **Built learning culture** by hosting monthly AI/design sessions for teams; recruited four design interns annually since 2020.

Principal Product Designer

[Process Mining & Data Management @ Splunk](#)

2019 – 2021

- **Enhanced real-time stream processing solutions** through onboarding, pipeline redesign, and troubleshooting for clients like PayPal and Cox Automotive.
- **Led Process Mining execution** to deliver bottleneck analysis, improve data modeling, and secure project adoption with Chewy.

Senior UX Designer

[Customer Data Platform \(CDP\) @ Treasure Data](#)

2018 – 2019

- **Established the first design system** to ensure consistency across projects.
- **Launched permission controls** with Single Sign-On (SSO), enabling Global 2000 targeting; signed a deal with Philip Morris Intl.

Senior UX Designer

[Mobile App Intelligence @ App Annie](#)

2017 – 2018

- **Delivered 3 reports:** Mobile web usage, SDK, and Paid vs. Organic downloads.
- **Redesigned alert creation workflow**, improving task completion rate from 45% to 80%+; developed Slack integration samples for customer self-service.

UX Designer

[Smart Home Ecosystem @ TP-LINK Research America](#)

2015 – 2017

- **Led UX design for Kasa apps**, enabling control of 5+ smart home device types, and achieving 4+ stars on Apple and Google Play.
- **Managed 4 junior designers** in mobile app, web GUI, and touchscreen design.

ENTREPRENEURSHIP

Co-Founder

[Tea & Lifestyle @ Teappo](#)

Since 2021

We aim to embed tea into our customers' daily lives. Visit us at shopteappo.com

- **Managed operations** from sourcing and inventory to accounting and finances.
- **Built multi-channel sales** driving customer acquisition and growth.