FRANK WU
PRODUCT DESIGN MANAGER

Highlight

8 years of UX management experience

18 years of hands-on design & research

Successfully launched consumer and enterprise products globally in **Meta**, **TikTok**, **Amazon** etc.

Patent

Patent 355115.02

Performance optimization tip presentation during debugging

Education

Master's Degree in Human Computer Interaction
Aachen University of Technology, Aachen, Germany

Bachelor's Degree in Engineering
Tsinghua University
Beijing, China

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About me

I am a design manager with a passion for creating clean and user-centric designs. I lead collaborative teams to solve complex challenges and craft simple, yet elegant user experiences that exceed customer expectations

With a proven track record of building and nurturing innovative UX teams, I excel in fast-paced environments where effective communication and collaboration with PMs, engineers, and customers is key

Experience

Senior design manager   *Meta*   *2024.12 – present*
- Lead product design for Ads Manager, Meta's flagship advertiser product
- Define long-term product strategy for Ads Manager across web and mobile, leveraging AI to drive impactful business outcomes for advertisers
- Manage and coach product design managers and senior designers, fostering a strong, collaborative design culture

Senior design manager   *TikTok*   *2023.04 - 2024.11*
- Built and led high-performance design teams within TikTok Shop division, delivering innovative AI-powered solutions tailored for business customers
- Oversaw strategic design initiatives across critical domains, including Finance, Logistics, Operations, User Growth, Developer Tools, and Customer Service
- Established a collaborative, user-centric design culture, significantly enhancing cross-functional efficiency and driving measurable business growth

Product design manager   *Flexport*   *2022.06 - 2023.01*
- Manage, grow and empower an innovative and cohesive product design team for Flexport Ocean, help reducing Ocean Ops cost-to-serve 20%
- Align design initiatives with overall product roadmaps, effectively allocate resources, and prioritize work across various domains

UX manager   *Amazon*   *2017.06 - 2022.06*
- Build and manage UX team for Amazon Learn. Launched AI-based online learning platform for millions of learners. Improved learning efficiency 32%
- Led design and research for the launch of Amazon's new retail programs, including Treasure Truck and The Drop, serving millions of customers

Sr. UX designer   *Microsoft*   *2008.04 - 2017.06*
- Lead designer for Developer Tools Visual Studio for multiple releases