

Po-Wei (Paul) Chen

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SUMMARY

Product Manager and founding product builder with 5+ years across startup and consultancy environments. Brings design craft and technical fluency in a single loop — from product strategy and platform architecture to instrumented analytics and agentic AI workflows — to produce structural clarity before development begins. Co-built the \$25M pitch deck that raised \$15M in funding, drove 300+ customer and 30+ brand partner waitlist signups within 6 months, and thrives wherever the problem is still being defined.

WORK EXPERIENCES

Product Manager

May 2024 - Present

Virtutela Inc. | San Francisco, California

Owned fashion e-commerce platform spanning AI-driven storefront, order management, and integrated production and fulfillment workflows

Strategy

- Synthesized founder's 20+ years of industry research into a service blueprint and product strategy that anchored the \$25M pitch deck — contributed to \$15M in Series A funding; co-developed 100-day and 24-month roadmaps that aligned the team and unlocked the fundraising narrative
- Co-architected platform tech stack across 4 layers (UI, Micro Services, Platform, Data Center) with engineering — diagrammed system for investor clarity, drove build-vs-buy vendor evaluations, and delivered executive memos that shaped infrastructure decisions

Discovery, development, launch

- Led AI interaction research with 20+ users — found 48% distrusted AI recommendations without personal context; reframed product direction to a trust-first, user-controlled discovery model that became the platform's core design principle
- Resolved VTO and 3D body scan scope risk through structured vendor evaluation — compared 3 alternatives across cost, output quality, and build complexity; recommended AI-based VTO as highest-value path, redirecting development away from a runway-burning build
- Owned end-to-end engineering hiring and team formation from no infrastructure — wrote hiring briefs, led screening and interviews, established agile rituals and process ownership, and drove MVP development sprints to fundraiser-ready within 6 months
- Built and launched a marketing landing page with embedded signup flow — gathered 300+ customer waitlist and 30+ partner pipeline signups, validating problem-solution fit and GTM strategy
- Instrumented PostHog analytics across key platform flows — designed event taxonomy tracking VTO performance and gift card conversion, creating a data feedback loop that drove prioritization decisions

Product Builder Consultant

April 2023 - Present

Paulsible Co. | Remote

Independent freelance practice providing product strategy, UX/UI design, and proof-of-concept development to early-stage startups and small businesses

- Owned end-to-end brand strategy and website development for multiple clients — aligned product positioning and marketing direction across digital touchpoints, delivering cohesive brand presence from strategy to launch
- Ran AI-driven product experiments end-to-end using agentic development tools including Claude Code — hypothesis, prototype, instrumentation, and iteration on a custom full-stack architecture, compressing full validation cycles from weeks to days
- Drove mobile app product improvements across 9 user flows and redesigned 38 components — restructured information architecture and interaction patterns, improving usability scores by ~40%

Product UX Consultant

December 2021 - April 2023

UXReactor | Pleasanton, California

Created design-driven business strategy and pragmatic design solutions for tech startups and SaaS corporations

- Drove strategic alignment workshop with TrustLogix leadership and tech team — compressed 3 months of context discovery into 2 days, unlocking a 13-week engagement scope and aligned execution plan
- Prioritized TrustLogix platform workflow development against a 1% user adoption lift target — synthesized market research and competitive analysis into a focused feature roadmap, aligning stakeholder decisions around highest-impact opportunities
- Conducted product audit, user interviews, and system mapping for Extreme Networks' \$111M ARR enterprise platform — synthesized findings into a project brief that scoped new dashboard capabilities for an emerging user segment

EDUCATION

California College of the Arts — San Francisco, California

MDes, Interaction Design | GPA 3.8/4.0 w/ distinction 2021

- Product UX Designer, Kids & Art Foundation (Mar – Dec 2021): designed onboarding experiments in pediatric oncology healthcare that drove 20+ monthly signups, honorable mention at SFDW 2021

BFA, Industrial Design | GPA 3.6/4.0 w/ high distinction 2018

LICENSES & CERTIFICATIONS

Stanford University School of Engineering — Digital Transformation Program: AI Nov 2023

- *Transforming the User Experience through Artificial Intelligence*

SKILLS

Core:	Product strategy, product road mapping, product vision, agile development, project management, agentic AI development, A/B testing, data-driven decision making, competitive research, service design, UX design, user research
Soft skills:	Cross-functional facilitation, stakeholder management, mentorship & coaching, adaptability, strategic communication,
Tools:	Jira, Confluence, Trello, Figma, Claude Code, SQL,
Language	English (fluent), Mandarin Chinese (fluent)