

Chunhe Tang

SENIOR PRODUCT DESIGNER

UX Designer | Interaction Designer

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Senior Product Designer with 9+ years of experience designing AI-powered educational products and enterprise platforms serving over 300,000 students and teachers. Specialized in 0→1 product design, design systems, B2B SaaS products, and bringing consumer-grade experiences to enterprise products.

9+ Years • 300K+ Users • AI + EdTech • SaaS • 0→1 Product • Enterprise UX

EXPERIENCE

Senior Product Designer | TAL Education Group

Feb 2021 – Oct 2025

Beijing, China

- Led the end-to-end design of immersive classroom platform used by 300,000+ students and teachers.
- Designed gamified learning experiences that increased average class engagement by 35%.
- Built and maintained a scalable design system adopted across multiple products and teams.
- Conducted user research, usability testing, and A/B testing to validate design decisions.
- Collaborated with AI, engineering, and curriculum teams to define and ship new interaction models.
- Reduced teacher operational complexity by 28% through teaching workflow redesign.
- Served as First Inventor of a Chinese invention patent for an immersive classroom teaching platform.

Product Designer | New Oriental Education & Technology Group

Jun 2018 – Feb 2021

Beijing, China

- Responsible for the design of student learning machine and teacher machine.
- Conducted user research and translated insights into product requirements.
- Designed core features and flows, from ideation to launch.
- Iteratively optimized user experience based on data analysis and user feedback.
- Improved user satisfaction scores by 20% through continuous design optimization.

Junior Product Designer | Min Ai Financial Information Service

Feb 2016 – May 2018

Shanghai, China

- Assisted senior designer in user research and prepared for user testing sessions.
- Designed key product features and improved user experience.
- Contributed to increasing user conversion rate by 15%.

SKILLS

Core Expertise

0–1 Product Design, User Research, Data-informed Design, Accessibility, Information Architecture, Usability Testing, Enterprise Product Design, Gamification Design, Design Systems, Cross-functional Collaboration, AI-assisted Design

Tools

Design — Figma, Figjam, Framer, Principle, Maze
AI Design Workflow — Claude, Claude Code, Cursor, Figma AI

Languages

Chinese — Native
English — Conversational

EDUCATION

Bachelor's Degree in Industrial Design

 Zhongyuan University of Technology 2011 - 2015

RECOGNITION

- Three-time Department Outstanding Employee
TAL Education Group
- First Inventor of a Chinese Invention Patent &
Co-inventor of 3 Design Patents