

Martin Hao Chen

Senior Product Designer

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Bangkok, Thailand



Senior Product Designer with 15+ years of experience designing digital products across consumer platforms, SaaS, and enterprise software. I've spent the last seven years at Agoda leading product design across post-booking experiences, CJK localization, and AI-powered customer support. More recently, I've been building and launching my own AI-assisted products while partnering with startups as an independent designer.

Open to full-time onsite, hybrid, or remote opportunities.

AREAS OF EXPERTISE

- UX/UI Design & Visual Art Direction
- Product Design (0→1 & Iteration)
- B2C Consumer Platforms
- B2B SaaS Product Design
- East Asia (CJK) Localization
- AI Builder & Vibe Coding (0→1 Products)
- Prototyping & Interactive Wireframing
- User Research & Usability Testing
- LLM / AI-Powered Product Experiences
- Stakeholder Management & Design Advocacy

WORK EXPERIENCE

Independent AI Builder · Product Design & Vibe Coding

Bangkok, Thailand · Present

- Designed and launched multiple AI-powered web products independently, taking ideas from concept to production. Worked across product strategy, branding, UX/UI design, front-end development, backend integration, and deployment using Cursor, Claude, Supabase, Vercel, and Stripe.
- Recent projects include [Goloby](#), [Vatis.me](#), [Web game](#), and [VNTD.app](#). Integrated Claude APIs to build AI-powered experiences including conversational interfaces, content generation, and personalized user interactions.

Freelance & Contract · Senior Product Designer

Bangkok, Thailand · Nov 2024 - Present

- Worked with early-stage startups and digital platforms to design B2C and B2B2C products, including **Nas.com**, a creator platform used by thousands of businesses worldwide.
- Led the product design process from discovery and user flows through high-fidelity UI and developer handoff, often serving as the sole designer in lean, cross-functional teams.
- Turned ideas into working prototypes, gathering user feedback early and iterating to help teams validate new product concepts before development.

Agoda (Booking Holdings) · Senior Product Designer

Bangkok, Thailand · Mar 2018 - Oct 2024

- **CJK Localization:** Led UX localization strategy for China, Japan, and Korea markets, conducting regional user research, adapting information architecture, and driving design decisions based on cultural behavioral insights. Contributed to significant improvement in CJK conversion metrics.

TOOLS & TECH

Design: Figma, Adobe Creative Suite (Photoshop, Illustrator, XD)

AI & Development: Cursor, Claude, Supabase, React, Vite, HTML/CSS, JavaScript

Collaboration: Jira, Confluence, Notion

SOFT SKILL

Stakeholder Management
Agile Process
Localization Strategy
Communication
Mentoring

LANGUAGES

English (fluent)
Chinese (native)

EDUCATION

China Agricultural University
Yantai College

2005 - 2007

- **Post-Booking Experience:** Redesigned Agoda's post-booking experience, bringing changes, cancellations, and customer support into a simpler, more unified journey. Improved self-service adoption and helped reduce customer support contacts.
- **New Product Vertical (Activities):** Co-led the launch of Agoda's Activities business, taking the product from concept to MVP in under six months. Worked closely with product managers, engineers, and data teams to design production-ready booking experiences.
- **AI Customer Support:** Designed and evolved Agoda's AI-powered customer support chatbot and messaging experience, making it easier for customers to resolve issues on their own while reducing support escalations. Introduced interaction patterns that helped users better understand and engage with AI responses.
- **Experimentation & Optimization:** Worked closely with product managers and analysts to define hypotheses, run A/B tests, and use customer feedback and product data to guide design decisions across the booking journey.

EPAM Systems · Senior UX/UI Designer

Shenzhen, China · Dec 2015 – Feb 2018

- Led UX/UI design for large-scale e-commerce redesigns for global brands including Amway APAC and Burberry China, adapting each experience to local markets while maintaining a consistent brand experience.
- Designed and delivered the complete redesign of DFS's luxury retail website, from storyboards and wireframes to high-fidelity prototypes, working closely with engineers to bring the experience into production.

The Cocktail · Digital Designer

Beijing, China · Jul 2014 – Feb 2015

- Redesigned OPPO's corporate website and online marketplace, aligning UX/UI with brand strategy and improving core e-commerce and product discovery flows through collaborative service design.

CRM-Factory · Web Designer

Beijing, China · Oct 2013 – Jul 2014

- Designed DMS white-labelled product interfaces for automotive manufacturer clients, with a focus on mobile-first experiences across tablets and smartphones.

George P. Johnson · Web Designer

Beijing, China · May 2012 – Sep 2013

- Led digital design for IBM China's online event ecosystem — built virtual webinar platforms and marketing event mini-sites, supporting large-scale B2B marketing campaigns.

Imangu · Web Designer

Beijing, China · Jul 2008 – Apr 2012

- Delivered graphic design, web design, and branding solutions for SMBs and startups across Denmark and China, working embedded with development teams to establish strong digital presences.

Portfolio link

