

Chaoyu (Ivy) Chen

15+ years designing consumer products — **5 in people management, 3 leading global teams**. At TikTok I lead up to 20 product and creative designers on TikTok Music’s artist-facing products, and I still design hands-on, especially our AI music and video tools.

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 Chaoyu (Ivy) Chen



ivychendesign.com

EXPERIENCE

01. ByteDance

TikTok Music (San Jose, USA)

Product Design Manager · JUN 2023 to Present

Lead design for TikTok’s artist-facing products — SoundOn, TikTok Music Promotion, the Music Ecosystem, AI Music, and AI MV. Manage a global team of up to 20 UX and creative designers across time zones, setting design direction and quality standards while staying hands-on: I personally own the end-to-end design of our AI music and AI video experiences, from first concept to shipped product.

- Global team leadership
- AI product design
- Artist & creator tools

Douyin Design (Beijing, China)

Product Design Manager · SEP 2021 to JUN 2023

Led design for Douyin’s AIGC and creator tools — ByteArtist (AI image creation), Magic, and Anyweb (H5 and website-building tools). Managed product and visual designers while staying in the work myself: set the design language for our AI creation tools and personally drove the core creation flows from 0 to 1.

- AIGC tools
- Creator tools
- 0-to-1 design

02. Tencent

Tencent Cloud (Beijing, China)

Design Lead · OCT 2018 to SEP 2021

Design Lead for Tencent Culture & Tourism, within Tencent Cloud. Owned design across the vertical’s entire project portfolio — including the 0-to-1 design of the official app and WeChat mini-program created with Universal Beijing Resort, from first concept through launch.

- 0-to-1 product design
- Smart tourism
- App & mini-program

EDUCATION

Master of Design Arts

Beijing Institute of Technology
SEP 2008 to JUL 2010 (Beijing, China)

Bachelor of Furniture Design

South China Agricultural University
SEP 2004 to JUL 2008 (Guangzhou, China)

LANGUAGE

Chinese
English

Tencent Sports (Beijing, China)

Senior UX Designer · SEP 2015 to OCT 2018

Owned UX for Tencent Sports — Tencent’s live sports platform — across iOS, Android, and web. As the team’s only senior designer, I set the framework and navigation patterns for the entire product, and mentored junior designers through delivery.

- Live sports streaming
- Framework & systems design
- Design mentorship

Tencent Video (Beijing, China)

Senior UX Designer · SEP 2013 to SEP 2015

Owned all interaction design for Tencent Video on iPad — one of China’s largest streaming platforms — working closely with visual designers from concept to release.

- Streaming video
- Tablet (iPad) experience
- Interaction design

03. Sohu Video

Sohu Video (Beijing, China)

UX Designer · SEP 2011 to SEP 2013

Designed the mobile and TV app experiences for Sohu Video.

- Media product
- Mobile design

04. Fetion

Fetion (Beijing, China)

UX Designer · DEC 2010 to SEP 2011

Designed the Fetion PC app.

SKILLS

Design

AI product design · 0-to-1 products · Growth & experimentation · Design systems · Consumer & creator ecosystems · Data-informed design

Leadership

Global team leadership (up to 20) · Org design & hiring · Cross-functional strategy · Mentorship · Stakeholder alignment