

Chelsea Chueh

Senior Product Designer

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SUMMARY

Senior Product Designer with 10+ years of experience across enterprise and consumer products. Currently leads design for LinkedIn's internal AI tools, including SQL Bot, whose trust-building UX drove 95% of users to rate results usable or better. Track record spans AI-assisted workflows, B2B and B2C payment and checkout systems, and design systems built from scratch at LinkedIn and Sam's Club.

EXPERIENCE

LinkedIn

Senior Product Designer, Internal Tools

California | Mar. 2022 to Present

- Owned end-to-end UX for LinkedIn's internal AI tools, including SQL Bot (AI-powered SQL assistant) and LEAP (AI annotation and prompt generation tool), from research through design QA and ship, and refined AI Studio (centralized ML workflow platform); SQL Bot's trust-building, step-by-step query flow reduced dependency on the Data Team org-wide.
- Led UX for Project Buy on the LinkedIn Business Platform (LBP) team, a cross-line-of-business initiative unifying customer identity and payment across B2C and B2B purchase flows, including self-serve checkout and payment profiles; delivered a localized checkout for a new \$345M market as a shared, reusable component, built to scale across regions.
- Established data UX patterns, notification frameworks, and ownership models for internal tools; drove information architecture improvements across the site, contributed to the internal design system, and facilitated regular team design critiques to raise consistency and craft.

Sam's Club, Walmart

Product Design Lead

California | Dec. 2021 to Jan. 2022

Senior Product Designer

California | Mar. 2020 to Dec. 2021

Product Designer

California | Jul. 2018 to Mar. 2020

- Led UX for the Associate Notification System, now used across 600+ Sam's Club stores in the U.S., and Connected Associate, a real-time voice communication app, improving associate efficiency and member experience.
- Designed Quick Pick (pickup order prep) and My Club, a centralized hub for daily tasks and key insights.
- Contributed to building Blue Steel, an associate-facing design system developed from scratch to unify UI components and improve consistency across in-club apps.

eBay

Designer with Populus Group

California | Sep. 2016 to Mar. 2018

- Designed accessible, user-centric experiences for eBay's intranet products on the eBay Hub Team, partnering with a UX lead, product managers, engineers, and other designers across responsive websites, web tools, motion graphics, and print assets.

ROI-DNA

Visual Designer (UX/UI)

California | Mar. 2015 to Aug. 2016

- Designed apps, websites, brand identity, motion graphics, and print materials at a full-service agency for clients ranging from startups to enterprises like Google, delivering pixel-perfect, responsive products in a fast-paced environment.

Uversity, Inc

Design Intern

California | Sep. 2014 to Dec. 2014

- Collaborated on storyboards, digital illustrations, and motion graphics for Uversity's Uchat and Schools App products, and participated in ideation and product discussions across the product lifecycle.

EDUCATION

Academy of Art University

Master of Fine Arts (MFA), Web Design & New Media

San Francisco, CA | Jun. 2011 to Dec. 2014

National Taiwan University of Arts

Bachelor of Fine Arts (BFA), Visual Communication Design

Taipei, Taiwan | Sep. 2006 to Jun. 2010 | Minor: Graphic Communication Arts

SKILLS

Practice: AI Prototyping, Design Systems, Interaction Design, Information Architecture, Prototyping, User Research, Usability Testing, Visual Design, Wireframing, Accessibility, Design QA, Storytelling

Tools: Figma, Adobe Creative Cloud, Claude, ChatGPT, Copilot, V0

Languages: HTML, CSS

HONORS & AWARDS

Paper Accepted, Agentic AI for Enterprise Workshop, KDD 2025

"Text-to-SQL for Enterprise Data Analytics" | Aug. 2025

Top 10 Intranets, Nielsen Norman Group

eBay Hub Team