Poppy Huang

Senior Product Designer

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LinkedIn
Portfolio

EXPERIENCE

Product Designer @ OneTrust　　　　　*2019 - 2024 (5 years)*

OneTrust is a leading enterprise SaaS platform used by Fortune 500 companies to manage privacy, risk, and compliance at scale.

- **Lead designer** for a new compliance product (Third-Party Due Diligence), partnering with PMs to define product strategy. Owned roadmap planning, customer research, and end-to-end design of 16+ features from 0 to 1. Resulting in **$2.8M in revenue** and onboarding 70+ enterprise clients after launch. Designed workflows tailored to 3 user maturity levels, reducing manual processing time for compliance officers.

- **Owned UX design** for whistleblower workflows in Speak-Up, a large-scale enterprise admin platform. Collaborated with cross-functional teams to redesign both the employee portal and admin dashboard. Took ownership from ideation to QA, and transformed a legacy tool into a modular website builder, **increasing adoption rate by an estimated 40%.**

- Designed and maintained marketing websites across OneTrust's B2B product ecosystem, **collaborating with marketing stakeholders** to ensure brand consistency, faster launch velocity, and stronger lead engagement through scalable design patterns. Built and maintained design systems across web platforms, following accessibility standards (WCAG).

UX Design Intern @ Allied Solutions　　　　*2019 (3 months)*

Allied Solutions is a financial services provider offering insurance tracking and compliance tools for lenders and consumers.

- Redesigned *myinsuranceinfo.com*, a consumer-facing insurance verification platform, in collaboration with UX strategists and researchers. Conducted unmoderated usability testing with 30+ participants. Presented design solutions to VP-level stakeholders with clear rationale tied to business goals—received positive feedback on clarity and alignment.

UX Design Intern @ ConductorVR　　　　*2018 (3 months)*

ConductorVR is a startup specializing in VR/AR solutions for real estate, gaming, digital showrooms, and immersive marketing experiences.

- Designed an immersive AR mobile app (Wewu) for furniture shopping, helping users visualize and measure products at home. Collaborated with PM and engineers to prototype core flows and UI, conducted internal usability testing of the end-to-end AR experience.

ABOUT ME

Senior Product/UX Designer with **5+ years** of **B2B SaaS experience.** I take a systems-thinking approach to simplify complexity, backed by strong **visual skills**, hands-on **user research**, and a focus on aligning design with **business goals**. My work spans GRC, AR, and fintech across mobile, tablet, and desktop.

SKILLS

UX Strategy, User Research, User Interviews, Discovery Research, Journey Mapping, Interaction Design, Design Systems, Accessibility(WCAG), Responsive Design, Complex Workflows, B2B SaaS, Web Design, Admin Dashboards, Data Visualization, AI-assisted UX, Data Synthesis, Stakeholder Alignment, Cross-functional Collaboration, Figma, UserZoom, Jira, Confluence, HTML/CSS/Python, Chinese(native), Japanese(JLPT N2)

EDUCATION

M.S. in Human-Computer Interaction/Design
Indiana University Bloomington

B.A. in English
Shandong University