

Shawn Deng

Product Designer

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SUMMARY

Product designer with 7+ years in enterprise SaaS at Microsoft, SAP, and Avanade (Accenture). Leads end-to-end design across multiple product areas — from 0→1 definition and research through shipped, accessible interfaces. Background in economics; works fluently with AI tools in daily practice and helps teams adopt them.

EXPERIENCE

Microsoft — Product Designer

Vancouver, BC | Jul 2021 – Present

Engage | Jan 2025 – Present

Design across four product areas: Events (Teams + Engage), Leadership Communications, Storyline, and Files & Rich Media.

- Design leadership communication features — Initial Audience and Cascade — that help leaders reach and sustain the right audience; co-authored a 0→1 leadership vision presented at the internal Pitch Fest.
- Designed the Monthly Creator Recap, a personalized Teams recap addressing the creator-activation gap, using an AI spec-to-UI workflow; in build with the feature crew.
- Designed media experiences toward consumer-grade quality: image collage with smart cropping, Microsoft 365 Content Cards, immersive viewer, and video autoplay.
- Piloted AI-assisted design processes and new ways of working with PMs and engineers; received the **Collaboration Experience Design Award** for this work.

Viva Amplify (SharePoint Design) | Jan 2022 – Jan 2025

- Led 0→1 design of campaign management — Home, Campaign Brief, Campaign Goals, Publications — from concept to launch in under 18 months.
- Designed the V1 foundation of Amplify inside SharePoint — first-run experience, core publishing UI, and error states — groundwork that evolved into SharePoint Publish.
- Turned a research finding that recommended deprioritizing the Brief into Campaign Goals, a shipped feature tying each campaign to a measurable outcome.
- Owned design systems through two opposite mandates: first giving Amplify its own identity, then making it blend into SharePoint.

SharePoint Spaces (Microsoft Mixed Reality) | Jul 2021 – Jan 2022

- Designed the Teams meeting web part and 3D event experiences, laying groundwork for Microsoft Mesh. Product retired in 2025.

BrainStation — UX Design Instructor

Vancouver, BC | Nov 2022 – Aug 2023

- Taught and mentored 30+ aspiring UX designers in the UX Design Certificate Program; led workshops and panel talks.

Avanade (Accenture + Microsoft) — UX Designer

Vancouver, BC | Oct 2020 – Jun 2021

- Sole UX designer on the TD EasyWeb digital banking revamp; redesigned the core account experience and designed three new banking features.

SAP — UX Designer

Vancouver, BC | Sep 2019 – Oct 2020

- Designed SAP Analytics Cloud Mobile across iOS, Android, and responsive web; ran validation with enterprise customers.
- Authored 20+ pages of the SAP HANA & Analytics Design System and onboarded designers onto it. **SAP d-kom Best Poster Award**.

SKILLS

- **Design:** UX Design, UI Design, Interaction Design, Design Systems, User Research, Usability Testing, Prototyping, Information Architecture, Accessibility (WCAG), Visual Design, Design Strategy, Cross-Functional Collaboration, Figma
- **AI in practice:** AI-assisted prototyping and production (Figma Make, Claude Code, GitHub Copilot), AI-assisted research synthesis, design-workflow strategy and operations

EDUCATION

- **Master of Digital Media** — Centre for Digital Media (jointly accredited by UBC, SFU, Emily Carr, BCIT), Sep 2018 – Feb 2020
Graduate UX projects: Gemsouls (AI companion chatbot) · interactive toy for children with autism (YDX Innovation) · mar-tech dashboard for in-game advertising (Session Games)
- **Bachelor of Economics** — Southwest University, 2013 – 2017

SPEAKING & COMMUNITY

- Speaker, Microsoft Design Week 2025 — Vancouver Hub Co-Lead and Product Strategy Track Lead.
- Panelist and guest speaker at UBC, Emily Carr, Centre for Digital Media, and BrainStation.