Charles Wu

Staff Product Designer · Platform & Systems Design

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About me

Product designer with 10+ years leading complex enterprise platforms, operational tools, and AI-powered experiences. I specialize in simplifying interconnected workflows, translating technical complexity into intuitive interfaces, and scaling design systems. Expertise from product strategy through to prototyping and implementation, with a focus on measurable business and user impact.

Skills

Design: Systems design, interaction design, prototyping, data vis, accessibility

Code: TypeScript, React, Python, Git

Leadership: Design systems, cross-functional collaboration, stakeholder alignment, design mentorship

Projects

Agent Consent Patterns

- Created an open-source framework for AI agent permissions and consent, pairing reusable UX patterns with accessible React implementations.

Education

(BA) Systems Design Engineering, University of Waterloo

Experience

Sr Product Designer, Asana — 2023–2026

- Led design of authorization and sharing systems at Asana, spanning complex enterprise workflows; adopted by 12 product teams and 99%+ of enterprise customers, supporting $100M+ in revenue.
- Designed and launched bot identities and partner integrations from concept to production beta, defining how third-party AI agents connect, authenticate, and operate within Asana.
- Defined scalable interaction patterns for AI Teammates, simplifying complex sharing, permissions, and error states across interconnected products.
- Owned the integration design system across 30+ third-party and AI integrations, establishing reusable patterns for connection settings, permissions, and operational states.
- Established an organization-wide coding curriculum, mentoring designers and elevating prototyping and implementation capabilities.

Sr Product Designer, Calendly — 2021–2023

- Led end-to-end design of Calendly Analytics, transforming complex scheduling and team performance data into actionable dashboards, interactive visualizations, and decision-support tools. Reached 50% adoption and was associated with 40% lower churn in its first quarter.
- Built and scaled Calendly's design system, establishing reusable components, design tokens, and interaction standards adopted across product and marketing surfaces.

Sr Product Designer, LivePerson — 2019–2021

- Led design for LiveEngage, an AI-powered customer-support platform, improving resolution speed by 160% and CSAT by 15%.
- Established the company's first design system, defining typography, color, accessibility standards, and reusable component patterns adopted across the product organization.

Earlier: Highline Beta, Thrive Career, DIVE Networks — 2015–2019

- Design engineer across early-stage products and an accelerator portfolio; built accessible component libraries and rapid functional prototypes from founder briefs.