ADALENE TEH

Lead/Staff Product Designer

PROFILE

Seasoned Product Designer with 16+ years of experience leading products from 0→1 and scaling them to maturity. Skilled at optimizing customer experience in established products while driving innovation in new ones. Proven ability to drive user-centered design, shape product strategy, and deliver measurable business impact. Adept at influencing stakeholders, and building design culture in both startup and enterprise environments.

EXPERIENCE

Senior Product Designer, Sentry.io; Seattle — Nov 2023 — Nov 2025

- Led design for Sentry Prevent and Codecov.io, partnering with leaderships, product, and engineering to define product direction and influence OKRs and roadmap priorities.

- Delivered strategic features including Test Analytics, Prevent AI (PR review, error prediction, and test generation), and Automated Test Run Selection, improving developer testing workflows across thousands of repositories.

- Designed and shipped usability improvements such as onboarding, billing, self-debugging, coverage uploads, and dark mode experiences, driving product adoption and accessibility.

- Drove research and feedback loops, scaling design practices across teams and strengthening design's influence in product decision-making.

Lead Product Designer, Amazon Web Services; Seattle, WA — Mar 2020 — June 2023

- Designed and executed 12+ customer research studies across 8 industries to gain insights and generate structured solutions for ambiguous ideas. Leveraged research findings and worked cross product and engineering groups to launch new designs and features for Amazon S3, AWS IoT SiteWise, and AWS IoT Events, resulting in adoption by 50+ customers and an incremental $50m in revenue.

- Defined UX strategy to ensure customer insights were integrated with the business strategy to address customer needs. Participated in early engagement for long-range product operational planning, partnering on ideas to secure resource buy-in from engineering teams and funding from senior leadership.

- Collaborated with the AWS IoT open source team, AWS Design System (CloudScape), and AWS Accessibility UX to develop new variations of UX components for shared resources and leveraging existing UX patterns for a consistent customer experience. These UX improvements contributed to increased user satisfaction and efficiency scores, leading to positive customer experiences.

UX Designer, Schlumberger; Menlo Park, CA — June 2015 — Mar 2020

- Led 8 Design Sprint Workshops for new projects to gain a deeper understanding of the problems, define scopes, and validate solutions. Delivered UX artifacts such as sketches, user flows, user stories, site maps, wireframes, interactive mockups, and prototypes to illustrate design concepts and interactions for project teams, stakeholders, and leadership.

- Conducted user research and gathered actionable insights to inform design decisions and drive customer-centric solutions for Big Data, Cloud, HPC, IoT, AI/ML, analytics and security teams, resulting in the successful launch of new products.

- Researched emerging technologies such as Virtual Reality, Augmented Reality, and wearable intelligence to explore their potential for improving customer experiences and incorporated them

into UX solutions. Awarded 5 provisional patents and filed them in 3 countries: United States, Canada, and France.

- Mentored and coached interns, while also onboarding new hires, fostering a culture of growth and innovation within the design team.

(Earlier visual/UX design roles at agencies in U.S., Singapore, and Malaysia.)

PATENTS

Data Structures for Augmented Reality Planning of Geographic Locations
https://patents.google.com/patent/CA3118897A1/

Volumetric Well Production User Interface Components
https://patents.google.com/patent/US11719855B2

Plan Deviations Visualization and Interpretation
https://patents.google.com/patent/US20210374638A1

PROVISIONAL PATENTS

Personal Protection Equipment
Provisional Patent Application, Serial Number 62/841,386 filed on May 1, 2019, Attorney Docket No. IS19.0412-US-PSP

Cross Reality Planning of Oilfield Locations
Provisional patent application, Serial Number 62/757,023 filed on Nov 7, 2018,
Attorney Docket No. IS18.1120-US-PSP

EDUCATION

- M.A. Web Design & New Media — Academy of Art University
- B.A. Visual Communication Design — National YunLin University of Science & Technology

SKILLS

- UX Strategy & Research
- 0→1 Product Design (Explore → Define → Craft → Validate)
- Developer Tools & SaaS
- Design Systems & Accessibility
- Cross-functional Collaboration
- Prototyping & Developer Handoff