

Anqi (Angela) Chen

Co-founder / Product Lead & Product Designer

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EXPERIENCE

Virse AI – AI-native Design Infrastructure

Co-Founder / Chief Product & Design Officer / GTM; New York, NY

May 2025 - Present

- **Led 0-1 product strategy** for an AI-native creative system, driving UX architecture, design execution, and early prototyping from initial concept to usable product across multiple internal builds and early-user iterations.
- **Scope & ownership:** defined company vision around “commercial-grade design infrastructure” shaping Virse’s narrative in the emerging AI design category and translating abstract AI capabilities into a clear product direction for professional design teams.
- **Established design principles** for AI-native interfaces across real-time interaction, context-aware workflows, and multimodal creation, translating AI capabilities into reusable product experiences.
- **Designed and shipped the core product experience** for human-AI creative collaboration, including an intelligent canvas that supports multimodal search, image/video/text/pdf generation, editing, asset management, and iterative workflows.
- **Built early customer and creator feedback loops** with design studios, creators and early adopters through onboarding sessions, workshops, and demos, informing product roadmap, usability improvements, and market positioning.
- **Drove founder-led GTM initiatives** including early adopter outreach, launch narrative, demo storytelling, and NY Tech Week community activation to build external traction and credibility.
- Contributed to closing a **\$2.7M pre-seed round led by ZhenFund** in April 2026, shaping Virse’s product vision, category positioning, investor narrative, and early traction story.

Veritas Technologies (acquired by Cohesity)

UX Designer; New York, NY

January 2023 - December 2024

- **Led UX strategy and execution** for Veritas’ cyber-resilient multicloud products, including NetBackup and appliance workflows, contributing to 20+ shipped enterprise workflows across a customer base that includes 87% of the Fortune Global 500.
- **Designed security-critical experiences** for multi-person authorization, ransomware protection, whole-disk encryption, performance monitoring, and AI-assisted copilot workflows across hybrid-cloud environments.
- **Partnered with PMs, engineering leads, researchers,** and cross-functional stakeholders to translate complex cybersecurity and infrastructure requirements into usable, scalable enterprise product experiences.
- **Drove research-informed redesigns** for the appliance sizing tool, aligning stakeholders across product, design, and engineering on workflow improvements and vertical product strategy.
- **Improved core components within the Veritas Design Language system,** strengthening interface consistency, usability, and brand alignment across enterprise product surfaces.

SKILLS

Design tools: Figma, Sketch, Principle, Adobe Creative Suites (Photoshop, Illustrator, InDesign)

Design: Visual design, Interaction design, Motion design, User flows, Wireframes, Data visualization

Strategy: OKRs, User journey, Roadmap, Product metrics & success metrics

AWARDS

A’Design Award (Italy) 2024

Calmspace | 1 A’Design Award Winner in Mobile technologies, applications and software design

New York Product Design Awards

2024 Calmspace | 2 Silver Awards Winner in User experience – Product UX

MUSE Design Awards 2024

Calmspace | 2 Silver Awards Winner in Conceptual design – wellness and communication

London Design Awards 2024

Calmspace | 2 Silver Awards Winner in User experience – Best user interface/experience and Health/fitness/wellness

PUBLICATIONS

ACM CHI Conference on Human Factors in Computing Systems. “A Second Voice”, 2022.

MEDIA & PRESS

Digital Journal – [“AI meets](#)

EDUCATION

Cornell Tech at Cornell University

Master's degrees; New York, NY

February 2021 - May 2022

Master of Science in Information Science

Concentration in Human-computer Interaction Design

Cornell University

Bachelor's degrees; Ithaca, NY

August 2017 - May 2020

Dual Bachelors of Science in Information Science and Urban Studies

Concentration in User Experience

[healthcare: Anqi Chen \(Angela Chen\)'s award-winning designs leading the future of health innovation](#)".

The Associated Press (AP News) - "[Calmspace by Anqi Chen Wins Iron A' Design Award in Mobile Technologies, Applications and Software Design Category](#)".

NY Weekly - "[Exploring the Intersection of Design and AI: An Interview with UX Designer Anqi \(Angela\) Chen](#)".

Art Daily - "[Anqi \(Angela\) Chen: Pioneering Design for Accessible Digital Wellness](#)".

AWARD-WINNING PROJECTS

Calmspace, *Intelligent mental well-being app*

- Designed a mobile solution to address technology-induced anxiety in students and young working professionals, enhancing digital wellness among the Gen-Z group.
- Awarded A' Design Award, New York Design, London Design, and MUSE Design Awards (2024).

Argo data marketplace — *AI-powered confidential data sharing platform*

- Completed the ownership over the design process of Argo data marketplace that supports secure confidential data sharing empowered by blind learning technology (a machine learning tool) among nationwide healthcare experts and decision-makers.
- Awarded MUSE Design Awards and London Design Awards.

HEAR ME AI avatar assistant — *AI chatbot app for accessibility*

- HEAR ME is an app that leverages AI chatbot technology to empower people with hearing loss. It was the first personalized avatar interpreter that can translate between spoken and sign languages for users.
- Awarded Red Dot Design Award.

LANGUAGES

English, Mandarin Chinese, French (working proficiency)

JURY & MEMBERS

A'Design Award and Competition — *Juror. Since 2025*

Globe Awards — *Juror. Since 2024*

Cornell Tech Design Critique — *Juror. Since 2024*

ADPList — *Designer mentor. Since 2023*

California Academy of the Arts — *Professional member. Since 2024*

Industrial Designers Society of America — *Professional member. Since 2024*

International Design Club — *Professional member. Since 2024*

International Association of Designers — *Professional member. Since 2024*