

Francis Wang

Product Designer · Enterprise SaaS, Mobile & AI

Product Designer with 4+ years at SAP Fieldglass designing enterprise B2B SaaS products for workforce management and services procurement. Experienced in end-to-end product design across web, mobile, and AI-assisted workflows, from user research and information architecture to shipped, measurable outcomes, collaborating with product and engineering across three global teams (US/Europe/India).

Experience

UX Designer | SAP

Jun 2021 – Present · New York, NY

- **Fieldglass Homepage Redesign (launched Nov '24)**. Redesigned the buyer homepage of SAP Fieldglass, the market-leading contingent workforce management (VMS) platform, replacing a one-size-fits-all layout users found hard to navigate with a role-based template system and admin governance. **Shipped to 1,180+ enterprise clients across 190+ countries in 21 languages** and featured in SAP's public UX updates.
- **Fieldglass Mobile App (launching Sept '26)**. Led the 0-to-1 rebuild of the mobile time entry app (**1.5M MAU**) for frontline contingent workers, replacing after-the-fact manual entry with in-the-moment start-and-finish time capture, and designed the manager approval workflow across iOS, Android, and desktop. Prototype usability testing showed an **83%** reduction in median task-completion time and **2x higher ease-of-use ratings**.
- **Work Order Revision AI Agent (in development)**. Defined the agent experience for automated work order revisions in partnership with PM and engineering, mapping existing APIs to agent capabilities and balancing per-task cost constraints against experience quality.
- **AI-Powered Market Intelligence Integration (launched Nov '24)**. Integrated Brightfield TDX market intelligence into talent sourcing workflows, translating rate benchmarks and supplier data into in-context, decision-oriented interfaces so procurement teams can set rates without leaving the workflow.
- **Data Analytics Dashboards (Jun '23 – Nov '23)**. Partnered directly with the SVP of Engineering to design **executive-level analytics** dashboards that turn large-scale system data into clear signals for leadership alignment and stakeholder decision-making.
- **Admin Tooling and ReactJS Migration**. Modernized the internal admin suite during the platform's migration to ReactJS, redesigning configuration workflows for vendor onboarding, purchase order (PO) lifecycle, and template management.

Product Design Intern | Asana

Jun 2020 – Sept 2020 · Remote

- Designed and launched the **0-to-1 onboarding flows** for the nested portfolio feature, reaching an estimated 40,000+ active Portfolio users globally.
- Synthesized feature-level research on custom field usage into data-driven insights that informed long-term roadmap decisions.

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Portfolio francisw-design.com

Location New York, NY

Awards

2025 Red Dot Design Award, Communication Design

TangiBand, a gamified music education app

Education

University of Washington

M.S., Information Management, UX Focused
Seattle, WA

Cornell University

M.R.P., Regional Planning
Ithaca, NY

Beijing Normal University

B.S., Human Geography
Beijing

Skills

- **Design:** Product Design, UX/UI Design, Interaction Design, Information Architecture, Design Systems, Responsive Web Design, Data Visualization, AI Product Design, 0-to-1 Design
- **Research & Strategy:** User Research, Contextual Inquiry, Usability Testing, Survey Design (Qualtrics), Workflow & Journey Mapping, Product Strategy, Systems Thinking
- **Collaboration:** Stakeholder Alignment, Executive Communication, Cross-functional Partnership with Engineering & Product, Agile / Scrum
- **Tools:** Figma, Framer, Cursor, Claude Code, Cline, HTML, CSS, JavaScript, React