

Min Chang

Principal Product Designer who builds · enterprise AI · ex-Salesforce

San Francisco Bay Area · itsmin@gmail.com · [linkedin.com/in/itsmin](https://www.linkedin.com/in/itsmin) · github.com/itsmin · itsmin.com

Account Plans – Dreamforce 2024 & 2025 · GA Winter '25

Agentic CMS – 2-day build during Salesforce Go

Featured on the Salesforce design blog

CastTV – 4M users, acquired by Tribune

p.txt – multi-tenant AI platform · itsmin.com is the first tenant

Sole designer on Salesforce's **Account Plans**, launched at Dreamforce 2024 and featured again at Dreamforce 2025. Built Agentic CMS in two days; methodology published on the Salesforce design blog. Now founder of CaliKo LLC, designing and shipping AI products solo. AI/ML interface work since 2017; sole designer and front-end developer at CastTV (4M users, acquired by Tribune).

Experience

Dec 2021–
Nov 2025

Salesforce — Principal Product Designer, Sales Cloud

Sole designer on the Account-Based Selling AI initiative (Account Plans, Account Agent, Account Research) — Salesforce's flagship sales AI product, built on the new SLDS2/Cosmos design language.

- **Account Plans** — Inherited a narrow "Action Plans" brief; identified the mismatch with what enterprise sales teams actually needed; pitched scope expansion to SVP and GM with 30+ customer interviews. Shipped at Dreamforce 2024 keynote; GA Winter '25. Featured again at Dreamforce 2025 as a key component of the AI Sales Agent presentation.
- **Account Agent** — Designed the conversational AI interface for sales reps to query account data via natural language. Established interaction patterns for enterprise AI with the Einstein platform team. Shipped in Agentforce.
- **Agentic CMS** — Built an AI agent in 2 days that read Salesforce Go's help documentation and generated design-system-compliant interactive HTML/CSS/JS prototypes. Adopted by Salesforce PMs as self-service Go onboarding. Methodology published on the Salesforce design blog.
- **Guided Tours** — Pitched interactive product tours as an alternative to static documentation. Created Figma templates architected for direct SLDS conversion — pipeline adopted by Service Cloud.

Dec 2025–
Present

CaliKo LLC — Founder

Designed, built, and shipped two AI products in six months. Daily Claude Code; full-stack ownership.

BETA (getbeta.io) — AI company intelligence platform. Multi-model pipeline (Haiku extraction + Sonnet synthesis) across 679 entities from 186+ data sources, with engineered hallucination-mitigation. Public API and MCP server. Continues the account-research work I prototyped at Salesforce.

ptxt (pxtxt.ai) — multi-tenant AI representation platform on Cloudflare Workers + D1. Published OpenAPI schema; \$12/mo Pro tier; itsmin.com is the first tenant.

Overture (github.com/itsmin/overture) — public methodology framework for AI coding agents. Installable as a Claude Code plugin.

Apr 2019–
Dec 2021

Workday — Senior Product Designer, Analytics

Lead designer on Discovery Boards through general release — a dashboard and ad-hoc analysis platform with drag-and-drop query building, real-time visualization updates, and shareable board states. Contributed heatmap and waterfall chart types to Workday's internal visualization library. Also worked on VIBE Index, a workplace culture analytics tool.

Apr 2017–
Dec 2018

GE Digital — Senior Product Designer, BHGE

Led creation of Mantle, BHGE's design system, after the Oil & Gas merger. Component library, typography, governance, contribution model. Cross-team production across California and Bengaluru. In parallel, designed front ends for AI/ML applications (Semantic Knowledge Management, Tag Mapping, Productizer) in industrial IoT.

Earlier Career

2010–
2016

Tribune Media Services / Gracenote — Director of User Experience (2010–2014); Product Manager at Gracenote (2014–2016)

Joined Tribune as Director of UX after CastTV's acquisition. Pivoted to Product Manager at Gracenote post-rebrand — coordinated music, video, and sports metadata teams to produce reference apps and CES demos.

2008–
2010

CastTV — Sole Designer & Front-end Developer

Video search startup, 4M monthly active users. Launched at TechCrunch40; raised \$3.1M from Ron Conway, Draper Fisher Jurvetson, and Marc Andreessen. Acquired by Tribune Media Services December 2010.

1997–
2008

Co-founder, Gold Cartridge / Effect Games (concurrent); browser-native game engine before HTML5 gaming. **AdMission** — IPIX employee-led spinoff, acquired by CDK Global 2008. **NYC agencies** (1997–2002) — Agency.com, MCD Partners, Mindseye. Clients: **Gucci, Tiffany & Co., Sephora, Nike, LEGO, MetLife.**

Stack

Claude Code · Claude API (Sonnet + Haiku) · Figma · TypeScript · React · Next.js · Astro · Cloudflare Workers
+ D1 + Pages · Fly.io · Supabase

Education · Rhode Island School of Design
(RISD)

Patent · Video Matching Service to Offline
Counterpart