

JUSTIN CHAI

Product Designer with 9+ years of experience across **growth**, **marketplace**, **product discovery**, and consumer products. I turn ambiguous business opportunities into **scalable product experiences** that drive adoption, conversion, and long-term growth.

<https://www.discoverchai.com>

chaiandjustin@gmail.com
+1 (628) 502 - 6020
Bay Area, CA, US

Education

California College of the Arts

2019 - 2021 | San Francisco, CA

Master (MFA) of Interaction Design

(Merit Awards Scholar)

Sichuan Fine Arts Institute

2007 - 2011 | ChongQing, China

Bachelor's Degree, Industrial Design

Skills

Product

Growth Strategy, Marketplace Systems, Product Discovery, Roadmap Prioritization, Success Metrics.

Design

Interaction Design, Information Architecture, Design Systems, Rapid Prototyping, HTML Prototyping, Motion Design

Research

User Interviews, Usability Testing, Journey Mapping, Data Analysis, Competitive Analysis, Surveys, Contextual Inquiry

Tools

Figma, Claude, ChatGPT, Codex, Cursor, Google Analytics, Tableau, Adobe Creative Suite

Experience

Weee! | Senior Product Designer

2022 - Present • Fremont, CA

Weee! is the largest online Asian supermarket in the U.S., serving 5M+ users

- Defined the operating model and customer experience principles for Weee!'s first **0→1 marketplace**, turning an initial campaign-page request into a **scalable marketplace foundation**; increased marketplace orders by **8.83%**, marketplace bookings by **10.2%**, and overall bookings by **1.21%**.
- Reframed **affiliate growth** from a tooling problem to a confidence-building problem, leading the shift from manual onboarding to a **self-serve growth experience**; increased enrollment by **42%**, active affiliates by **10%**, average earnings by **58%**, and **doubled** affiliate-driven bookings.
- Identified that customers were struggling with decision-making rather than search, and introduced ranking-based discovery patterns that drove **\$24M in revenue impact**, a 6.5% increase in Add-to-Cart rate, and a 6% increase in bookings.
- Led **post-purchase and subscription** growth experiences for repeat grocery purchases, surfacing delivery threshold and reorder opportunities while using **dogfooding data** to identify activation, fulfillment, and tracking gaps before launch; post-purchase improvements increased orders by 6.2%.
- Influenced **roadmap priorities** across growth, marketplace, discovery, and post-purchase initiatives; established design handoff processes, mentored designers, and expanded **design system patterns** to support new business needs.

Prismpop | Product Designer

2021 - 2022 • Remote, CA

Prismpop is an online beauty community with reviews, deals, and guides.

- Designed creator-facing product experiences across homepage, profiles, blogs, and product detail pages, helping evolve the platform from a content site into a more scalable creator ecosystem.
- Built and tested 30+ wireframes and prototypes for creation workflows, contributing to 1,000+ product blog uploads during launch week, supporting 800+ creators, and reducing publishing time by 72%.

Encha | UX Design Consultant

2016 - 2019 • China & San Jose

Encha specializes in premium organic matcha sold online.

- Improved the e-commerce experience through user personas, journey maps, information architecture, and conversion-focused design.
- Increased homepage conversion by 32% by simplifying visual hierarchy, reducing cognitive load, and helping users focus on key actions.

Urban Zen | Design Co-Founder

2014 - 2018 • Shanghai, China

URBAN ZEN is a lifestyle brand merging modern design with traditional values.

- Co-founded a lifestyle brand and owned the full **product-to-sales loop**, from product concept and brand positioning to customer acquisition, conversion, sales, and operations.
- Secured \$500K in seed funding, built a team of five, and designed 7 product lines and 43 products across physical goods, brand identity, storytelling, packaging, and e-commerce.

Pegatron | Design researcher

2011 - 2014 • Shanghai, China

Pegatron is a global electronics manufacturer specializing in design and production.

- Conducted qualitative and quantitative research to identify user needs, product pain points, and market opportunities.
- Led focus groups, surveys, competitive analysis, and usability studies for Panasonic and Lenovo products, translating findings into product recommendations.