

HAOJIE CHAI

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About me

Senior Product Designer with 9+ years turning ambiguous, cross-functional problems into scalable systems across consumer commerce, marketplace, and growth. Grounded in research and entrepreneurship, I connect strategy to execution across iOS, Android, and web, using AI and code to prototype and validate ideas fast.

Experience

Senior Product Designer, Weee!

Weee! is a leading U.S. online Asian supermarket serving 5M+ users. Senior design owner across growth, marketplace, subscription, product discovery, core shopping experience and post purchase.

Mar 2022 - July 2026

- **Marketplace Strategy (0-to-1):** Reframed a Black Friday landing page request into a reusable marketplace foundation after surfacing how third party selling would affect shipping, fulfillment, and customer trust. Built the case with PM, aligned leadership, and scoped the smallest launchable model across discovery, storefront, cart, and checkout; increased marketplace orders by 8.83%, marketplace bookings by 10.2%, and overall bookings by 1.21%.
- **Affiliate Acquisition & Growth:** Led research that identified manual onboarding as the primary barrier to affiliate growth, then set product direction and led end to end design of a self-serve experience. Aligned Product and five Marketing teams on prioritizing program education, signup, onboarding, and performance tracking over advanced growth tools; increased enrollment by 42%, average earnings by 58%, and doubled affiliate driven bookings.
- **Discovery & Ranking:** Led research into low category page conversion and identified difficulty choosing products as a key barrier. Redirected the team from optimizing filters to designing product rankings with clear decision cues, moving more shoppers from browsing to adding products to cart. A/B testing showed a 6.5% increase in category-page add-to-cart and a 6% lift in bookings; influenced \$24M in revenue.
- **Subscription & Payments:** Led 0-to-1 subscription design, using AI-assisted HTML prototypes to accelerate internal dogfooding. Designed the SNAP EBT payment integration, balancing customer needs with eligibility rules, payment restrictions, and partner limitations.
- **Customer Support Conversational AI (0-to-1):** Led design of Weee!'s support chatbot, partnering with Engineering to define model capabilities and response logic. Designed conversation flows across support scenarios and clear handoffs to human agents; reduced response times by 70% and increased customer satisfaction scores by 25%.
- **Design Systems & Mentorship:** Partnered with Weee!'s Design Systems team to define when to reuse, adapt, or create patterns, introducing a seller rating pattern for Marketplace. Codified the approach into a team wide framework, mentored a junior designer, and led cross functional reviews that reduced rework across three teams.

Product Designer, Prismpop

Prismpop is an online beauty community with reviews, deals, and guides in the U.S.

Jul 2021 - Mar 2022

- **Creator Platform:** Designed creator-facing experiences across homepage, profiles, blogs, and product detail pages, evolving the platform from a content site into a scalable creator ecosystem.
- **Content Creation Workflows:** Designed and tested content creation workflows that supported 800+ creators, drove

1,000+ blog uploads during launch week, increased productivity by 90%, and reduced publishing time by 72%.

UX Design Consultant, Encha

Premium organic matcha e-commerce brand.

May 2017 - Feb 2019

- **E-commerce Conversion:** Owned end-to-end design and maintenance of Encha's e-commerce site, working directly with the founder. Customer research showed the path to purchase was unclear; restructured information architecture and visual hierarchy, increasing homepage conversion 32%.

Design Co-Founder, Urban Zen

Lifestyle brand combining modern design with traditional values.

May 2014 - Feb 2017

- **Brand & Business Ownership:** Co-founded a lifestyle brand, raised \$500K in seed funding, and built a five-person team. Led product strategy, brand positioning, customer acquisition, and operations; designed 7 product lines and 43 products, along with brand identity, packaging, and e-commerce experiences.

Design Researcher, Pegatron

Global electronics design and manufacturing company.

Oct 2011 - Apr 2014

- **User Research:** Conducted qualitative and quantitative research for Panasonic and Lenovo products through focus groups, surveys, competitive analysis, and usability studies; translated findings into product recommendations.

Education

California College of the Arts, San Francisco, CA

MFA, Interaction Design | 2019 – 2021

Skills

Product: Product Strategy · Growth Strategy · Marketplace Systems · Product Discovery · Roadmap Prioritization · Experimentation · Success Metrics · Cross-functional Leadership.

Design: End-to-End Product Design · Interaction Design · Information Architecture · Design Systems · Visual Design · Rapid Prototyping · HTML Prototyping · Responsive Design · Accessibility (WCAG).

Research: Qualitative and Quantitative Research · User Interviews · Usability Testing · Journey Mapping · Competitive Analysis · Data Analysis.

Tools: AI-Assisted Prototyping, Prompt Design, Agent Orchestration, Figma, Claude, ChatGPT, Codex, Cursor, Google Stitch, Gemini, Google Analytics, Tableau.