

Haojie Chai

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Experience

Senior Product Designer — Weee!

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

Mar 2022 - Present

- Reframed a one-off campaign page request into Weee!'s 0-to-1 marketplace foundation, designing a scalable shopping model that balanced customer trust, merchant flexibility, and platform consistency; increased marketplace orders by 8.83%, marketplace bookings by 10.2%, and overall bookings by 1.21%.
- Built a self-serve affiliate growth and monetization program that helped affiliates understand how to join, earn, and track performance, replacing a manually supported recruiting flow; increased enrollment by 42%, active affiliates by 10%, average earnings by 58%, and doubled affiliate-driven bookings.
- Introduced ranked discovery patterns to help customers compare and choose products more confidently; supported \$24M in influenced revenue, increased add-to-cart rate by 6.5%, and lifted bookings by 6%.
- Led 0-to-1 commerce initiatives across subscription and SNAP EBT payment integration, using AI-generated HTML prototypes to accelerate dogfooding and de-risk activation, eligibility, payment, fulfillment, and tracking before launch.
- Designed post-purchase add-on entry points for same-delivery-date orders, increasing orders by 6.2%.
- Strengthened team execution across growth, marketplace, subscription, and post-purchase work by improving design reviews, cross-functional handoff, QA collaboration, and reusable design system patterns.

Product Designer — Prismpop

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

Jul 2021 - Mar 2022

- Scaled Prismpop from a content site into a creator ecosystem by designing creator experiences and publishing workflows; supported 800+ creators, 1,000+ launch-week blog uploads, 90% productivity lift, and 72% faster publishing.

UX Design Consultant — Encha

Encha specializes in premium organic matcha sold online.

May 2016 - Feb 2019

- Improved the e-commerce experience through research-informed information architecture and conversion-focused design, increasing homepage conversion by 32% by simplifying visual hierarchy and making the path to purchase clearer.

Design Co-Founder — Urban Zen

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

May 2014 - Feb 2018

- 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.
- Raised \$500K in seed funding, built a five-person team, and designed 7 product lines and 43 products across physical goods, brand identity, storytelling, packaging, and e-commerce.

Design Researcher — Pegatron

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

Oct 2011 - Apr 2014

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

Education

California College of the Arts • MFA, Interaction Design • 2019 - 2021

Sichuan Fine Arts Institute • B.A., Industrial Design • 2007 - 2011

Skills

Design • Interaction Design, Design Systems, Rapid Prototyping, HTML Prototyping, Motion Design.

Research • User Interviews, Usability Testing, Journey Mapping, Competitive Analysis, Surveys, Contextual Inquiry.

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