

JUSTIN CHAI

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About me

Senior Product Designer with 9+ years shaping consumer products across commerce, discovery, and growth. Combines user research and startup founder experience to turn ambiguous 0-to-1 problems into scalable systems, aligning cross-functional teams from strategy through launch. Uses AI-assisted interactive prototypes to validate complex flows earlier, delivering measurable gains in acquisition, conversion, and revenue across iOS, Android, and web.

Experience

Senior Product Designer, Weee!

Led product design across marketplace, growth, discovery, subscription, loyalty, payments, and post-purchase for Weee! (SoftBank-backed, \$425M Series E), serving 5M+ shoppers across iOS, Android, and web.

Mar 2022 - July 2026

- **0-to-1 Marketplace Strategy:** Reframed a Black Friday landing-page request into Weee!'s marketplace foundation. Aligned Product, Engineering, and leadership on the smallest reusable model across discovery, storefront, cart, and checkout; increased marketplace orders by 8.83%, marketplace bookings by 10.2%, and overall bookings by 1.21%. The model became the foundation for subsequent marketplace expansion, including a seller-rating pattern now reused across the Design System and adopted by three other initiative teams.
- **Affiliate Growth:** Found that the program's success depended on people, not product: five culturally-focused marketing teams manually recruited and onboarded affiliates, limiting growth. Partnered with PM and Marketing to build a self-serve experience across signup, onboarding, earning education, and earnings tracking; increased enrollment by 42%, active affiliates by 10%, average earnings by 58%, and doubled affiliate-driven bookings.
- **Discovery & Ranking:** Identified that customers needed decision confidence, not more filters. Shifted category browsing from filter controls to ranked comparison patterns; increased add-to-cart by 6.5%, bookings by 6%, and influenced \$24M in revenue.
- **Subscription & Payment Integration:** Led two 0-to-1 initiatives: Weee!'s subscription experience and SNAP EBT payment integration. Used AI-assisted HTML prototypes to accelerate dogfooding and validate subscription flows earlier. Translated EBT constraints into clear checkout and recovery states.
- **Post-Purchase Add-Ons:** Identified a recurring customer need to add items to an existing delivery. Designed entry points that supported this behavior within fulfillment constraints; increased orders by 6.2% and bookings by 1.96%.
- **Design Systems Leadership:** Partnered with the Design Systems team to introduce a seller-rating pattern and establish guidelines for when to reuse, adapt, or create patterns. Led reviews across Product, Engineering, and QA and mentored a junior designer, reducing rework across three initiative teams.

Product Designer, Prispop

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

Jul 2021 - Mar 2022

- **Creator Ecosystem Design:** Evolved Prispop from a content site into a scalable creator platform — designing homepage, profiles, blogs, and product detail pages. Supported 800+ creators and drove 1,000+ blog uploads in launch week.

- **Content Workflow Optimization:** Designed and tested content creation workflows for creators. Increased publishing productivity 90% and cut publishing time 72%.

UX Design Consultant, Encha

Encha specializes in premium organic matcha sold online.

May 2017 - Feb 2019

- **E-commerce Site Ownership:** 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

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

May 2014 - Feb 2017

- **0-to-1 Brand & Product Design:** Co-founded Urban Zen, raising \$500K in seed funding and building a 5-person team to design 7 product lines and 43 products — spanning physical goods, brand identity, packaging, and e-commerce — while owning product strategy and customer acquisition.

Design Researcher, Pegatron

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

Oct 2011 - Apr 2014

- **User Research for Panasonic & Lenovo:** Conducted qualitative and quantitative research — focus groups, surveys, competitive analysis, usability studies — translating findings into product recommendations adopted by client teams.

Education

California College of the Arts, San Francisco, CA

MFA, Interaction Design | 2019 – 2021

Sichuan Fine Arts Institute, ChongQing, China

B.A., Industrial Design | 2007 – 2011

Skills

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

Design: Interaction Design, Wireframing, Information Architecture, Design Systems, Rapid Prototyping, HTML Prototyping, Motion Design, Visual Design, Responsive Layouts, Accessibility (WCAG).

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

Tools: Figma, Claude, Claude Design, Prompt, Agent Orchestration, ChatGPT, After Effects, Spline, Codex, Cursor, Google Analytics, Tokens and Variables, Tableau, Obsidian, Google Stitch, GitHub, Gemini, NotebookLM.