

Chase York

Based in Brooklyn, NY with 10 years of experience. Currently leading product at Coral Care, a two-sided marketplace connecting parents with in-home pediatric care.

CORE SKILLS & EXPERIENCE

Product Strategy

Design Thinking

Systems Thinking

Growth & Conversion

0-1 Initiatives

Two-Sided Marketplaces

Design Systems

User Research

Mentorship

EXPERIENCE

Coral Care

Director of Product Design

May '25 - Present

- Designed and shipped CoralPro, the company's first mobile app for pediatric providers, a key product milestone, and contributed to securing a \$13M Series A fundraise.
- Joined as the founding and only designer, owning product strategy and design end-to-end across both web and mobile surfaces.

Gusto

Sr. Product Designer, Growth

Jun '24 - Mar '25

- Developed a scalable design template for Gusto's core product suite to support customer consideration and drive adoption as their businesses grow.
- Built Gusto's first promotional framework, empowering teams to offer targeted discounts and trials across products and plans.

Cerebral

Sr. Product Designer, Growth

Jun '23 - Jun '24

- Redesigned web conversion funnels with a personalized, human-centric approach, increasing member conversion rates by ~30% and enabling insurance-based client acquisition with a 27% beta conversion rate.
- Improved lead conversion by ~30% through templated landing pages and SEO-driven mental health assessments.

Calibrate

Sr. Product Designer, Growth

Sep '22 - Apr '23

- Rebuilt the post-purchase onboarding experience in the mobile app ultimately reducing refund rates (35%), 3rd party tool dependency, doctor appointment rescheduling (15%), and inbound support messages (28%).
- Implemented a comprehensive survey system and streamlined medication updates to ensure accurate medical records and personalized care for members throughout the program (93% first-month completion rate).

EARLIER

Homeward

Sr. Product Designer, Growth

Mar '21 - Aug '22

Led growth and shipped Backed By Cash (\$2M first month), designed the agent-facing Offer Wizard for rapid contract generation, and built the HEIDI design system.

Fjord

Design & Advisement

Aug '15 - Present

Led the FAFSA web and mobile redesign (4.6% completion lift across 20M+ submissions), and the 0-to-1 design of STACKS, a CMS platform for USCIS immigration case management.

Pocketdoor

Founding Product Designer

Aug '15 - Present

Founding designer on a two-sided home renovation marketplace connecting homeowners with contractors. Led 0-to-1 design and built the design system.

Augterra

Co-Founder & COO

Mar '16 - Jul '17

Selected for BoostVC accelerator; featured on Apple's "Planet of the Apps"; 1st place MGF Seattle. Designed marketing site and 3D AR mobile app.

Douglas Design

Design & Advisement

Aug '15 - Present

Independent practice partnering with early-stage startups on product vision, strategy, and 0-to-1 design.