

Chase York

BROOKLYN, NEW YORK

Achievements

Work recognized in a letter to Congress by the United States Secretary of Education.

Co-founded startup that participated in the BoostVC Accelerator, Apple's TV show "Planet of the Apps", and won 1st place at MGF Seattle.

Skills

Design thinking, systems thinking, product strategy, research & insights, product design, prototyping & piloting, growth & conversion, design systems

Contact

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Employment

Sr Product Designer, Growth

GUSTO JUN 2024 — PRESENT

Sr Product Designer, Growth

CEREBRAL JUN 2023 — JUN 2024

- Increased member conversion rate (~30%) by simplifying and redesigning the web conversion funnel to be more personalized, human-centric, and transparent.
- Reduced checkout abandonment rate (0.5%) and involuntary churn (2.5%) by redesigning the checkout screen and integrating Stripe to enable express pay options.

Sr Product Designer, Growth

CALIBRATE, SEP 2022 — APR 2023

- 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 inform the Calibrate Medical Team ensuring accurate medical records and personalized care for members throughout the program (93% first-month completion rate).

Sr Product Designer, Growth

HOMEWARD, MAR 2021 — AUG 2022

- Generated ~\$2 million in one month by leading the design and introduction of a new product offering called Backed By Cash that strengthened homeowners' offers with a cash backup.
- Increased NPS 10% by leading the creation of a robust design system that ensured consistent design quality with strong intake and governance processes.

4 more positions...

- FJORD, PRODUCT DESIGNER, FEB 2019 — MAR 2021
- POCKETDOOR, FOUNDING PRODUCT DESIGNER, JUL 2017 — JAN 2019
- AUGTERRA, CO-FOUNDER/COO, MAR 2016 — JUL 2017
- DOUGLAS DESIGN, PRODUCT DESIGNER/ADVISOR, AUG 2015 — JAN 2019