

Chase York

Based in Brooklyn, NY with 10 years of experience designing for people with something real on the line. Parents finding trusted care, students navigating financial aid, patients managing their health.

CORE SKILLS & EXPERIENCE

Product Strategy
Design Thinking
Systems Thinking
Growth & Conversion
0-1 Initiatives
Two-Sided Marketplaces
Design Systems
User & Data-Driven Research
AI-Assisted Design
Mobile Apps
Responsive Design

COOL ACHIEVEMENTS

Participated in Boost VC
Appeared on Planet of the Apps
Work Recognized in Sec. of Education Letter to Congress
Built Things People Actually Thanked Me For

RECENT EXPERIENCE

Coral Care

Director of Product Design
May '25 - Present

- Joined as the founding and only designer, owning product strategy and design end-to-end across all platforms, and contributing to 323% YoY ARR growth and a \$13M Series A fundraise.
- Designed and shipped CoralPro, Coral Care's first iOS and Android app for pediatric therapy providers, covering scheduling, caseload management, messaging, and clinical documentation, achieving a retention rate of 38%.
- Designed an internal patient-to-provider matching tool for the Admin team that reduced lead booking time from 20+ minutes to under 5, and eliminated the need to hang up and call leads back, directly supporting a 40% lead conversion rate.

Gusto

Sr. Product Designer
Jun '24 - Mar '25

- Built Gusto's first promotional framework from 0-to-1, enabling A/B-tested discount and trial experiences across all products and plans to drive Net Dollar Retention (NDR).
- Independently designed 10+ end-to-end add-on product templates that served as the primary upsell mechanism for 100K+ SMBs across onboarding and in-product experiences.

Cerebral

Sr. Product Designer
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
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).

Homeward

Product Designer
Mar '21 - Aug '22

- Led end-to-end design of Backed By Cash — a 0-to-1 cash-offer product that generated ~\$2M in its first month, and the Offer Wizard for rapid contract generation, increasing NPS 10%.
- Built HEIDI, Homeward's Figma design system — accessible, scalable component libraries and content standards used across product, engineering, and operations.

Fjord

Product Designer
Feb '19 - Mar '21

- Redesigned the FAFSA web and mobile experience end-to-end, contributing to a 4.6% increase in completion rates across 20M+ annual submissions and accessibility improvements reaching 75% of users.
- Led 0-to-1 design of STACKS, a CMS platform for USCIS enabling document management and case review workflows at federal scale; presented to executive and cross-agency stakeholders.

EARLIER EXPERIENCE

Douglas Design

Design & Advisement
Aug '15 - Present

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

Pocketdoor

Founding Product Designer
Jul '17 - Jan '19

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.