

Chase York

Most often the founding or early designer at early-stage companies, with 10+ years across consumer healthtech, fintech, and federal government. Specializing in complex, high-stakes systems and working at every level, from setting product direction to execution alongside engineering.

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 - Apr '26

- 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 templitized 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.