Chase York

Product designer and builder with 10+ years at early and growth-stage companies across healthtech, fintech, and federal government. Specializes in complex, high-stakes systems, setting direction and building design systems to shipping alongside engineering.

Brooklyn, NY | yorkchase.com | github.com/yorkchase | linkedin.com/in/chase-york

Experience

Douglas Design // Founder & Product Designer

2015 - Present

Independent practice, most often run on nights and weekends alongside full-time roles, partnering with early-stage startups and nonprofits on product vision, 0–to-1 design, and design systems. Clients include EarlyBird (acquired by Acorns), Coral Care, American Addiction Centers, Hope House, Hatch, and Pocketdoor.

Christmas Magic // Board Member, Product & Operations

2024 - Present

- Built and run the public website for a two-chapter toy drive serving 15,000+ kids and raising hundreds of thousands of dollars each year.
- Built and run the operations tool that manages each season, designed and coded end to end with AI.

Coral Care // Founding Director of Product Design

2024 - 2026

Contract via Douglas Design from 2024; converted to full-time May 2025.

- Contributed to 323% YoY ARR growth and a $13M Series A as the only designer, owning product strategy and design end to end across web and mobile.
- Reached 38% Day-7 retention, top quartile on Apple's Health & Fitness benchmark, by designing CoralPro, the first iOS and Android app for Coral Care's pediatric therapy providers.
- Supported a 40% lead-conversion rate by cutting matching time from 20+ minutes to under 5 with a redesigned internal family-to-provider matching tool.

Cerebral // Senior Product Designer

2023 - 2024

- Lifted member conversion ~30% and account creation 60% by redesigning the cash-pay sign-up funnel, from value props before sign-up to condition-specific assessments.
- Reached 27% conversion in beta by designing a new insurance sign-up funnel from 0 to 1.

Calibrate // Senior Product Designer

2022 - 2023

Role ended in a company-wide reduction

- Reduced refunds 35% and inbound support messages 28% by rebuilding onboarding around activation (the first doctor appointment), cutting setup time 37% in the native iOS and Android app.
- Reached 93% completion on medical check-ins by designing the program's first systematic way to track member health and improve program efficacy.

Homeward // Product Designer

2021 - 2022

Role ended in a company-wide reduction

- Helped Backed By Cash reach ~$2M in its first month by leading end-to-end design of the 0–to-1 product, which let homebuyers make all-cash offers, and its Offer Wizard for fast contract generation.
- Increased agent dashboard CSAT from 77 to 84 by building HEIDI, Homeward's design system, and driving company-wide adoption through a coded Storybook library and a documentation site.

Fjord // Product Designer

2019 - 2021

- Increased FAFSA completion 4.6% across 20M+ annual submissions by leading the web and mobile redesign.
- Conducted 250+ interviews with borrowers, loan servicers, and Department of Education staff, and created the "mindsets" framework that became the Department's research foundation for product strategy.
- Streamlined federal case review by designing and launching STACKS, a 0–to-1 CMS for USCIS.

Augterra // Co-Founder & COO

2016 - 2017

Co-founded an augmented reality startup that went through the BoostVC accelerator, was featured on Apple's Planet of the Apps, and took 1st place at MGF Seattle. Led an 8–person team and designed the marketing site and AR mobile app.