

DAVE CHAN

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SUMMARY

Staff Product Designer with 10+ years of experience leading **end-to-end product design** for **enterprise-scale and consumer platforms** across social commerce, e-commerce, SaaS, and internal systems. Expert in **human-centered, metrics-driven design, design systems,** and **0-to-1 product development**, with a strong track record of delivering measurable business impact through **product discovery, experimentation, and cross-functional collaboration.**

CORE SKILLS

Design: Product Design, UX/UI, Interaction Design, End-to-End Product Design, Human-Centered Design, Information Architecture, Design Systems, Accessibility (WCAG), Inclusive Design, iOS Design, Android Design, Responsive Web Design

Research: Product Discovery, User Research, Research Synthesis, Usability Testing, Experimentation, A/B Testing

Strategy: Product Strategy, Design Leadership, Stakeholder Management, Cross-Functional Collaboration, OKRs, Systems Thinking

Tools: Figma, Prototyping (Low & High Fidelity), SwiftUI, AI-Assisted Design, Design Tokens, Agile/Scrum

WORK EXPERIENCE

LTK | 12/2023 – Present

Staff Product Designer (UX/UI)

- Led **end-to-end product design** for multi-platform messaging and community experiences across Brand, Creator, and Shopper surfaces, **unifying UX patterns and technologies** in a complex, cross-functional organization.
 - Launched LTK Chat, a 0-to-1 community product, in 4 months, **owning discovery, research, usability testing, and final delivery.**
 - Reduced design-to-development time by 50% through an **AI-assisted prototyping workflow using SwiftUI, Claude, and Cursor**; shipped production code across 3 repositories.
 - Drove measurable business impact through data-informed design: **+2% DAU, +5% conversion, increased GMV, and a 64% increase in user satisfaction** from the Creator Home redesign.
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Sono | 11/2022 – 12/2023

Head of Design (Founding Designer)

- First design hire at a seed-stage startup, leading product, brand, and **system-level design** in a highly **ambiguous 0-to-1 environment.**

- Partnered with founders, engineering, and sales to deliver designs that directly supported **closing first enterprise customers.**
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Shopify | 02/2022 – 11/2022

UX Manager

- Led design for **Shopify Search & Discovery**, a first-party app enabling merchants to **customize search, filtering, and recommendations at scale.**
 - **Co-created a Polaris design system component** adopted by multiple first-party Shopify teams.
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Adobe | 06/2019 – 02/2022

Design Lead (UX / Product Design)

- Designed and shipped complex, **multi-step checkout workflows for B2B and B2C commerce platforms** supporting subscriptions, payments, and enterprise purchasing.
 - Delivered **new checkout flows** for audio and video subscriptions, driving **double-digit growth and multi-million-dollar revenue** impact.
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Tesla | 06/2018 – 06/2019

Senior Software Designer (Product Design)

- Founding designer on an internal tools team supporting **Model 3 launch and global GIGA factory expansion.**
 - Launched a **0-to-1 HRIS platform** in 5 months, scaling to **127,000+ employees globally.**
 - Improved **operational efficiency** and contributed to reduced cost of goods sold (COGS) through **tooling and process improvements.**
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Shutterstock | 02/2016 – 06/2018

Senior Product Designer

- Led product design for **growth initiatives** including **onboarding, activation, and monetization.**
 - Launched Shutterstock Editor, a **0-to-1 browser-based design tool**, as the second designer on a scrum team **owning discovery, research, usability testing, and final delivery** in an agile environment.
 - Produced **information architecture, interaction design**, and developer-ready specifications.
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EDUCATION

Bachelor of Arts (Visual Communication) University of California, Davis