Chance Chipman

Senior Product Designer

Bend, OR | cchipman815@gmail.com | (503) 710-4856 | ChanceChipman.com | linkedin.com/in/chance-chipman

SUMMARY

I'm a hands-on product designer who grows revenue for consumer brands through experimentation and AI-enabled workflows. At Pillar4 I lead design on an experimentation program that's generated $25M+ in measurable revenue across 45+ structured A/B tests. Before that I built JRNY 0-to-1, a platform that reached 500,000+ members, 156,000+ paid subscribers, and $30M+ in reported subscription revenue. I rewired my team's design-to-code workflow around Claude, Claude Code, and Figma MCP so production-ready work ships in hours, and I stay deep in the craft end to end, from research through responsive, accessible builds.

PROFESSIONAL EXPERIENCE

Senior Product Designer, Pillar4 Media — Charlotte, NC (Remote) · 02/2023 - Present

Media and commerce company, 20+ brand portfolio. Design for 10+ brands at any given time, own research and strategy through build for landing pages and full site redesigns, and run the portfolio's strategic projects as the sole designer. Roughly 70% of that work starts from my own analysis or exec-level conversations. Set craft standards across the portfolio and mentor 3 designers and 4 product managers.

- Generated $25M+ in measurable revenue over 3 years at a 32% win rate, leading design on Pillar4's CRO and experimentation program across 45+ structured A/B tests. $15M+ on Sleepopolis, $5M+ on Garage Gym Reviews.
- Run the research behind every variant: session replay in Mouseflow at the flow level, AI qualitative research in Claude, and competitor evaluations. Write the hypothesis and success metric before design starts, then present the post-test readout from Optimizely and Google Analytics.
- Cut A/B test variant build time from 4-6 hours to 30 minutes by rebuilding the design-to-dev pipeline around Claude, Claude Code, and Figma MCP. Ship production HTML, CSS, and Shopify Liquid directly, with AI across concept exploration, visual direction, and encoded design heuristics.
- Scaled that AI workflow into PM and engineering practice after design adoption proved out, through enablement sessions, written principles, and roadmap presentations to leadership.
- Validate before anything is built: AI-generated user personas tested against designs pre-launch, coded prototypes in Claude Code, and a heuristic pass against the original hypothesis. The persona pass reshapes most concepts before build and kills the ones that don't hold up, which shortens the path to a defensible hypothesis.
- Lifted add-to-cart 65% and conversion 38% on Swolverine's flagship line by testing and updating the product detail pages (PDPs) around how customers shop and what they look for. Lead research, strategy, and the full redesign since Pillar4 acquired the DTC brand: discovery, comparison, cart, checkout, and post-purchase, plus art and photography direction for the new branding, built with AI design-to-code into Shopify Liquid.
- Design high-traffic, multi-conditional quiz flows for owned and partner brands including AARP, reaching 50,000+ sessions a month. Own the branching logic and the personalization rules that produce each result.
- Build design systems and UI kits for Pillar4's internal brands, and use AI to extract and rebuild partner systems from live sites. Govern third-party systems for 5 partner brands (AARP, Fortune, Self, NCOA, Sports Illustrated), and set the portfolio accessibility standard: WCAG 2.2 audits and remediation across 4+ brands, and accessible components, contrast, focus states, and target sizing built into the shared system.
- Designed the Commerce Link Platform 0-to-1, an internal tool for managing affiliate links across all 20+ brands, adopted company-wide at launch across editorial, SEO, product, and paid.

UX/UI Designer, BowFlex Inc. — Vancouver, WA (Hybrid) · 02/2018 - 02/2023

Established BowFlex's first Web UX practice. Led design across 6 brands including BowFlex, JRNY, Schwinn, and Nautilus, defining IA, component libraries, and design systems.

- Built the JRNY connected fitness platform 0-to-1 (JRNY.com, subscription onboarding, accessible account flows). JRNY reached 500,000+ members, 156,000+ paid subscribers, and $30M+ in reported subscription revenue. Owned end-to-end user flows, user personas, and onboarding strategy across 4 years building and growing it.

- Designed and built the post-purchase onboarding flows behind JRNY's 25% activation rate and 33% conversion to paid, working directly in the CMS. Covered every subscription edge case so members could pause, change, or cancel without contacting support.
- Strategized and designed A/B tests across the full JRNY funnel: homepage, sale pages, checkout, and post-purchase onboarding.
- Redesigned BowFlex's DTC ecommerce experience end to end: product pages, cart, checkout, post-purchase, and into the JRNY subscription, across responsive web and connected fitness devices. Ran the research behind it (moderated interviews, usability sessions, unmoderated remote testing, surveys, competitor evaluations) and partnered with product, engineering, and marketing on financing, delivery logistics, and accessory add-ons.
- Set marketing and UX copy direction for JRNY across touchpoints: in-product copy, campaign and email messaging, and positioning, with copy variants tested as part of the experimentation program.
- Helped shape the BowFlex rebrand and a Schwinn refresh toward a tech-forward, web-first direction, spanning brand foundation (mission, vision, core values, target audience, market positioning) and visual and messaging consistency from website to advertising and packaging.

Web / **Visual Designer**, JustUs Advertising Vancouver, WA · 04/2014 - 01/2018

- Led brand identity and brand marketing for 100+ regional and national clients including national CrossFit gyms, outdoor gear retailers, and pest control companies. Managed accounts directly and ran projects end to end at a small agency.
- Delivered the full agency range: print, social, responsive web, mobile apps, and multi-channel campaigns.

PROJECTS

- **Fitness Coach App (AI product, native iOS, 0-to-1):** Designed and built a fitness tracking app around an AI Conversational Coach that keeps users on their goals. Owned it end to end: interaction and visual design, an accessible UI, and responsive layouts, wired to the Claude API with Google Health and Apple Health integrations.
- **Italian Study App (AI product, native iOS, 0-to-1):** Designed and shipped an educational app mapped chapter-by-chapter to 'Prego! An Invitation to Italian', with bilingual study guides. Claude powers quick-translate and chapter parsing; a Google text-to-speech integration voices every Italian word and phrase. Owned the experience from information architecture through visual design.

SKILLS

Strategy: Product strategy, 0-to-1 product, DTC ecommerce, subscription growth, B2B and internal tools, conversion rate optimization (CRO), A/B testing, experimentation programs, hypothesis development, KPIs and OKRs, product discovery

Craft & Systems: End-to-end product design, user-centered design, interaction design, visual design, typography and color systems, motion and micro-interactions, iconography and illustration, wireframing, user flows, conditional logic and quiz flows, information architecture, responsive design, design systems, UI kits, design QA, design-to-code handoff, prototyping, data visualization

Accessibility: WCAG 2.2, accessibility audits and remediation, accessible components, contrast and focus states, target sizing

AI Workflow: AI product design, Claude & Claude Code, Figma MCP, AI qualitative research, AI persona testing, coded prototypes, AI image models, design heuristics & principles, design-to-production front-end, team enablement

Research: User research, moderated and unmoderated usability testing, user interviews, surveys, session replay analysis, competitor evaluations, personas, behavioral analysis, post-test analysis

Content: UX writing, marketing and campaign copy, messaging strategy, content testing

Front-end: HTML, CSS, Shopify Liquid, landing page and site builds

Collaboration: Cross-functional collaboration, stakeholder management, mentorship, design critique, design reviews, Agile, Scrum, design sprints

Brand: Brand identity, brand strategy, art and photography direction, visual systems, messaging consistency

Tools: Figma, FigJam, Claude, Claude Code, Optimizely, Google Analytics, Mouseflow, Shopify, Jira, Notion, Slack, Adobe Creative Cloud

EDUCATION & CERTIFICATIONS

B.A., Multimedia & Web Design | The Art Institute of Portland

Anthropic Academy: AI Fluency | Anthropic