# Chance Chipman

Senior Product Designer

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## 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 run 290+ A/B tests at a 31% win rate. 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 with a multi-brand portfolio. Design for several 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, manage 3 designers, and mentor 4 product managers.*

- Lead design on Pillar4's CRO and experimentation program: 290+ A/B tests at a 31% win rate; 30 winning tests on Sleepopolis (best: +105% revenue per visit), 16 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 dramatically by rebuilding the design-to-dev workflow 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 (before vs. after launch) by redesigning 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. Own the branching logic and the personalization rules that produce each result.
- Build design systems and UI kits for Pillar4's internal brands, govern third-party design systems for partner brands, and set the portfolio accessibility standard: WCAG 2.2 audits and remediation across the portfolio, and accessible components, contrast, focus states, and target sizing built into the shared system.
- Designed an internal affiliate-link management tool 0-to-1, 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 ~100 A/B tests across the full BowFlex and 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

- **FitCoach (AI product, mobile web app, 0-to-1):** Designed and directed an AI fitness coach that reads meals, watch workouts, and check-ins, then explains what's working. Built with Claude Code on the Anthropic API, Next.js, and Supabase. Explored 8 home screen directions as working prototypes and shipped the winner 4 days after picking it; in daily use for 4 months with 1,300+ foods logged.
- **Italiano (AI product, mobile web app, 0-to-1):** Designed and directed a spaced-repetition study app built on 'Prego! An Invitation to Italian', with Google text-to-speech on every Italian word. Took the redesign from audit to production in 3 days across 8 PRs: 15 directions explored and 208 cards regrouped into 4 learning paths without losing anyone's review history.

## 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