

Priscilla Chiu

Product Designer

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Summary

Product Designer experienced in creating intuitive, user-centered experiences for SaaS, B2B, and consumer-facing products. I am eager to contribute to a dynamic team, and leverage my experience in healthcare, education, behavior analysis, and strategic problem-solving to drive impactful design solutions.

Work Experience

04/2025-
Present **Roam**, Product Designer

- Lead product design for **B2B vertical SaaS platform** helping creatives scope and price client work, develop a client lookalike recommendation feature, and craft community critique experiences
- Conduct **user interviews, usability testing, and secondary research** to uncover user pain points and guide product design decisions

01/2025-
05/2025 **Stealth AI**, Product Designer

- Spearheaded design efforts for an **AI-powered social commerce platform**, enhancing location discovery and transactions through creator-driven recommendations
- Led foundational **user research**, conducting **competitive analysis of 20+ mapping and discovery platforms** to identify UX gaps and market opportunities
- Synthesized **1300+ insights** from user interviews, surveys, and industry trends to refine **MVP features**, ensuring alignment with user needs and business goals
- Designed and iterated on **user flows and interfaces** across **web and mobile platforms** to create an intuitive and seamless user experience
- Established a scalable **design system** to unify branding, enhance UI consistency, and streamline future product development

10/2023-
01/2024 **Thirds Studio**, Product Designer

- **Launched a mobile application and website** for Carson Living residents, enabling **21M door openings, 1.6M package deliveries, and 675K visitor approvals**, streamlining amenity bookings, maintenance requests, and communication with property management
- Developed **personas, competitive analyses** and **heuristic evaluations** for Carson Living's app and website, uncovering pain points and opportunities to enhance the user experience while **aligning with business goals and customer needs**
- Spearheaded the creative redesign effort with Carson Living stakeholders by **prototyping high-fidelity UI wireframes** and **revising website information architecture** to meet brand perception goals and resident needs for a digital application

06/2023-
Present **Freelance**, UX Designer

- **Choplet: Led end-to-end redesign of a 15-year-old ceramics studio website, modernizing brand presence and increasing traffic by 200%**
 - Collaborated with engineer to align design with technical constraints and integrate third-party tools for development handoff
- **thePAC: Redesigned a website for a non-profit organization empowering 300+ aspiring physician assistants with accessible career resources and mentorship, contributing to a 90% acceptance rate into PA schools**
 - Conducted heuristic evaluation and competitive analysis to guide improvements in site architecture and usability

Skills

Heuristic Evaluation, User Interviews, User Research, Secondary Research, A/B Testing, User Journey Maps, Data Analysis, Product Strategy, Affinity Mapping, Design Systems, Competitive Analysis, Personas, Usability Testing, Typography, Branding, Rapid Prototyping, Wireframing, HTML

Tools

Figma, Figjam, Miro, Maze, InVision, Whimsical, Optimal Workshop, Procreate

Education

UX Academy, Design Lab
Certificate in User Experience Design

Teachers College, Columbia University
M.S. Communication Sciences & Disorders

Rutgers University, New Brunswick
B.A. Psychology, Linguistics, Minor: Cognitive Science

Scholarship

Dorothy & David Cooper Scholarship
Rutger's Cognitive Development Lab- understand theory of mind and mental models of empathy