hi there!

I'm Chris Chon.

Lead Product Designer · San Francisco

I design AI-powered health products and lead the teams that build them, turning research into measurable gains in conversion, retention and revenue.

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Thrive AI Health

Oct 2025 – Present

Lead Product Designer

- Designed the AI coaching engine: how the coach helps members set goals and targets, then turns them into daily health actions.
- Built a GLP-1 companion experience that coaches members through dosing, side effects, symptoms, weight fluctuations and the frustrations of treatment.
- Built a ChatGPT connector for Lilly's clinical-trial navigator AI, helping patients find and connect with clinical trials.
- Manage **3 designers** and set a culture of systematic design thinking, from problem framing through UI/UX craft.

Sesame

Apr 2024 – Oct 2025

Lead Product Designer

- Partnered with the CPO and CTO to move Sesame from pay-per-visit care to membership programs, leading research, IA and redesigns of the homepage, navigation, program pages, intake and provider portal.
- Designed AI-assisted provider workflows (visit prep, prescribing, SOAP notes) and intake flows that power Sesame's RAG-based AI.
- Managed **2 designers** and co-founded the Tahini design system with the design systems engineer.

+42%	+64%	~3×
booking conversion from homepage redesign	avg. booking conversion through new intake	revenue after redesigns shipped; first profitable year

lululemon Studio (formerly MIRROR)

Sep 2022 – Apr 2024

Senior Product Designer

- Led lululemon App Membership, adding **141,000+ members** in month one while support inquiries fell 52%; managed two e-commerce designers.
- Pushed device connectivity onto the roadmap using churn data, then cut churn citing connectivity from **40% to 2%** over three releases, saving **~$800K/month**.
- Led the Studio app design system and handoff docs with two designers, raising developer productivity **64%**.

Apple

Sep 2020 – Sep 2022

Product Designer

- Owned journey, IA and UI for "Get Ready," the iPhone 13 pre-order pilot on apple.com and the Apple Store app (US, UK, Japan); presented to SVPs.
- **73%** of US customers with a saved bag checked out at launch, driving **40%+** of US iPhone 13 pre-orders and **711K** checkouts in three countries.

Education

Dartmouth College
BA, Human-Centered Design & Government

Languages

English, Korean, Spanish, Italian

How I lead

- **7 designers** managed across Thrive, Sesame and lululemon
- **2 design systems** led, at Sesame and lululemon
- Partner to the CPO and CTO; presented to Apple SVPs
- Roadmap calls backed by research and data

What I do

AI coaching & agents · Conversational UX · Generative UI · Product strategy · UX research · Information architecture · Design systems · Prototyping · iOS · Android · Web

Tools

Claude · ChatGPT · Figma · HTML/CSS · Adobe CC · Looker

Awards & honors

Apple Recognition Award
Forbes Under 30 Scholar
Neukom Scholar
Gamma Sigma Alpha Honor Society
AXA Achievement Award