

JASON CHAN

Head of Design
& Research

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Objective

Proven design leader seeking a role to drive strategy and execution for consumer products, focusing on delivering native AI experiences and shaping the future of AI.

Experience

Quora

Head of Design (Quora & Poe)

JULY 2022 - PRESENT, MOUNTAIN VIEW, CA

- Overseeing the product design, brand, and user research teams that are responsible for Quora and Poe products, closely collaborating with product, engineering, marketing and communications teams on products like:
 - **Quora** - Core product, Growth, Ads/monetization
 - **Poe** - Core product, Growth, Creators/API, Subscriptions
- Drove design from zero-to-one for Poe and defining the interaction models for an AI aggregator platform across web and mobile that provides access to the latest LLMs across modalities for consumers, developers, and creators
- Established a design engineering practice that anchors our design systems team, with focus on leveraging AI and creating a single source of truth for designers and engineers

Sony Playstation

Sr. Director, Global Content Platform UX Design

MAR 2021 - JULY 2022, SAN FRANCISCO, CA

- Responsible for multi-device UX strategy for a global Content Platform Experience, enabling content discovery for 100MM players and content delivery from our publishing partners.
- Established a high-performing leadership team of directors and senior managers (mix of internal promotions and strategic hires) to oversee a 30-person global design org., delivering products in:
 - **Monetization** - Global Game Store, Commerce & Checkout
 - **Services** - PlayStation Plus & PlayStation Now Subscriptions
 - **Media** - Music, Video, VR Experiences
 - **Publishers & Developers** - E2E Tools Ecosystem (40+ Developer, Publisher, and Business Tools)
- Shipped a new consolidated subscription offering for Playstation
- Served on the Product Committee, overseeing the development of strategic initiatives and establishing new data-informed product & dev processes

Twitch

Director, UX Design

JULY 2016 - MAR 2021, SAN FRANCISCO, CA

- Led UX strategy for a team of 12 full-stack UX designers and managers, building experiences for over 100MM users across Web, Mobile and TV, and PC applications, building experiences for:
 - **Creators** - Streaming applications, Dashboards, and Tools
 - **Artists** - Soundtrack PC App, Twitch on Amazon Music
 - **eSports Organizers** - Rivals Tournament Management Tool
 - **Advertisers** - Global Advertising Platform
- Worked with product and engineering teams across vertical organizations to execute on experiments and product launches, with bias toward action and feature development velocity
- Developed a comprehensive User Research roadmap and prioritized research initiatives to drive key learning objectives.
- Member of design leadership team, shaping team charters and organizational guidelines, fostering a culture of transparency and collaboration.

Raptr - Plays.tv (Acquired by Take-Two)

Director, Head of UX & Brand Design

MAY 2014 - JULY 2016, MOUNTAIN VIEW, CA

- Led design of Plays.tv from zero-to-one. Developing product design strategy, conducting user research, defining new brand guidelines, building an end-to-end product experience across PC applications, Web, and Mobile-web.
- Redesigned Raptr.com and Raptr+AMD Partner PC Application with over 70MM active users.
- Managed brand and marketing creatives for both Plays.tv and Raptr

Electronic Arts

UX Design Manager & Lead UX Designer

OCT 2011 - MAY 2014, MOUNTAIN VIEW, CA

- Led discovery, product definition, prioritization, end-to-end design for the relaunch of Origin.com (June 2013)
- Managed 10 multidisciplinary designers, across Interaction, Visual, and Production Design, as well as external vendors working across platforms
- Defined intake processes from global marketing and merchandising teams, and managed approvals for all assets used by first and third parties

The Find (Acquired by Facebook) / UX Design Manager

OCT 2010 - OCT 2011, MOUNTAIN VIEW, CA

eBay / Sr. Visual Designer

FEB 2008 - OCT 2010, SAN JOSE, CA

Responsys / Interactive Designer

FEB 2006 - FEB 2008, SAN FRANCISCO, CA

Education

California College of the Arts / MBA, Design Strategy

AUG 2013 - JUN 2015, SAN FRANCISCO, CA

San Jose State University / BFA, Animation & Illustration

AUG 1999 - JUNE 2005, SAN JOSE, CA