

Philip Wong

Product Designer

About me

I'm an experienced designer with a user-centred, data-driven approach, focused on uncovering the "why" and deliver creative solutions to drive organizations forward.

Based in the vibrant city of Vancouver. 

Experience

Grammarly

Senior Product Designer (2022 – 2024)

Led 0-1 AI-summarization project to identify product market fit beyond Grammarly's core product offering.

Clio

Staff Product Designer (2016 – 2022)

Crafted design vision to guide multiple teams to consider for their road map to support customers' billing & collections need.

Best Buy Canada

Visual Design Lead (2011 – 2016)

Crafted visual design vision, strategy and implementation guidance for internal staffs and our customers to create world-class e-commerce experience.

Case study 1

Grammarly Reader

An email assistant helping users consume emails faster with AI generated summary to explore new product offering beyond Grammarly's writing suggestions.

UX/UI Design Experimlenta End-user focus

Reader MVP

An email assistant that summarizes key information for users to read faster.

Format

Chrome extension

Experiment

1% of paid customers
(Individual accounts)

The screenshot shows a Gmail inbox with a message from Brooklyn Garcia. A green sidebar overlay, labeled 'READER', is displayed. The sidebar includes a 'SUMMARY' section with a summary of the email content, a 'FOLLOW-UPS' section with a task 'Let me know what works for you.', and navigation controls. Handwritten-style annotations in red highlight specific parts of the interface:

- Key items**: Points to the 'SUMMARY' section of the sidebar.
- Bookmark important items**: Points to the signature block at the bottom of the email body.
- Actionable items**: Points to the task in the 'FOLLOW-UPS' sidebar.

Below the sidebar are 'Reply' and 'Forward' buttons.

Message details:

Interior design consultation - Brooklyn Garcia Inbox

Brooklyn Garcia <brooklyn.garcia@gmail.com>
to Me

May 04, 2022, 3:26PM

Hello Riley,

This is Brooklyn Garcia. I am a friend of your business partner, Joey Whistler. A couple of days ago Joey asked if I am interested in connecting with you on possible collaborations for a couple of commercial buildings' interior design. I'd like to reach out to introduce myself and let you know I am open to discuss further if you are in need of interior design consultation.

Let me know what works for you. I can be reached via email or by phone: 837-938-9273.

I look forward to hearing from you.

Best Regards,
Brooklyn Garcia

Brooklyn Garcia | Interior designer
P: 837-938-9273 | e: brooklyn.garcia@gmail.com

LET ME KNOW WHAT WORKS FOR YOU

UX Challenges

Placement of Reader

- Difficult to notice
- Led to low adoption

Privacy concern

- How will my data be used?
- Can Grammarly be trusted?

Complicated capabilities

- Users were not using bookmarking and thread navigation

Content Challenges

Summarized irrelevant email

- Email length & Email types

Focused on the wrong content

- Pleasantries included
- Duplication

Lacked critical information

- Dates, phone numbers

Trust concern on generated content

Improve adoption

After

Increase awareness

Place it above fold so its Reader is always visible when loaded

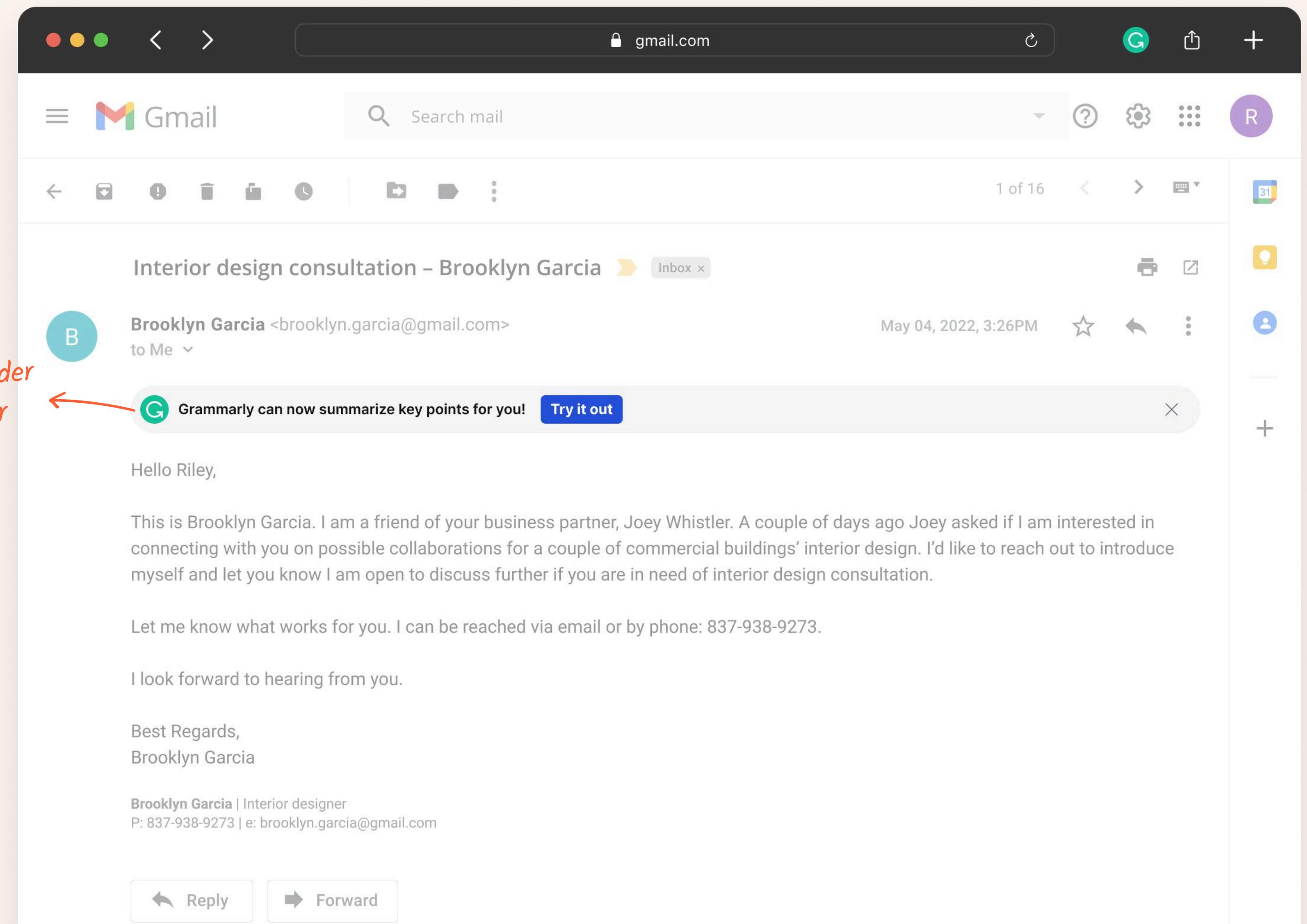
Reduce complexity

Keep the message simple with single CTA to activate Reader

Reduce banner blindness

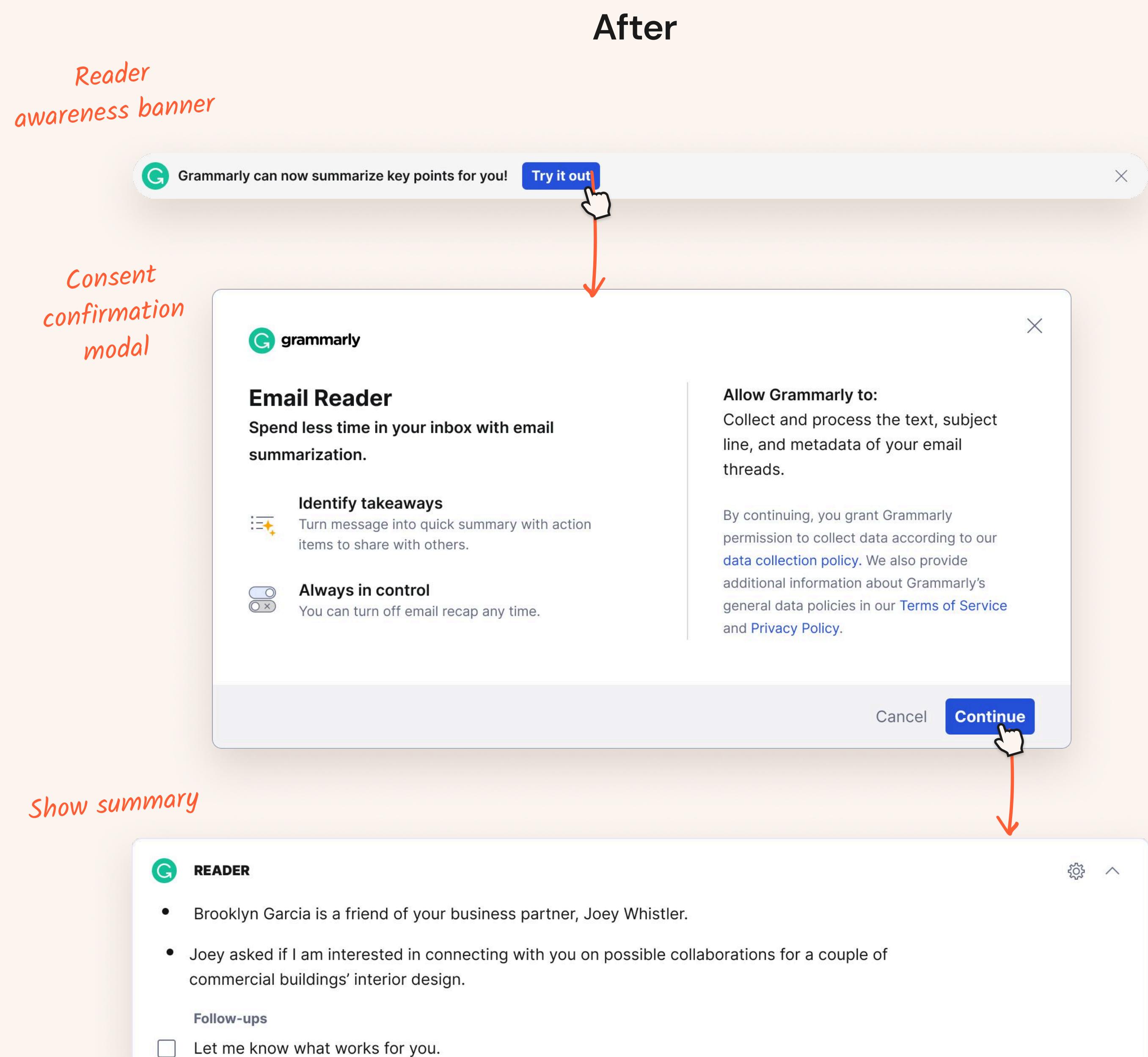
Keep the message simple with single CTA to activate Reader

New Reader banner



Add transparency

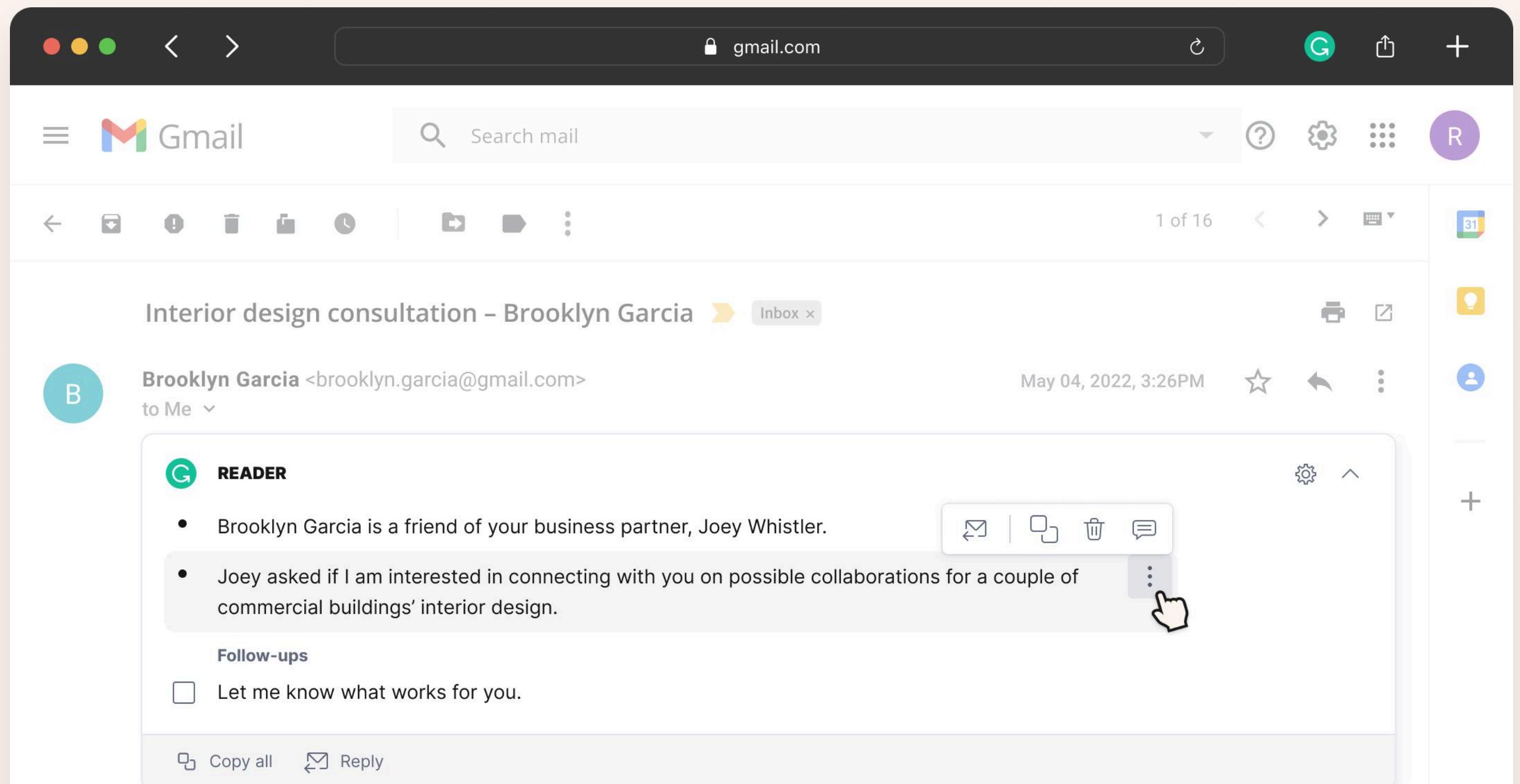
- Explain how data is used for email summarization
- Ensure clear consent from users to analyze their emails for Reader
- Provide a clear opt-out flow to not use Reader at any time



Reduce complexity

- Bookmarking did not meet users' needs
- Requires users to locate the email within inbox
- Read emails are rarely revisited

After



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After iterations

Performance

Adoption rate

Opt-in rate within a day

3.2% \Rightarrow **8.5%** +5.3

Opt-in rate overall

12.4% \Rightarrow **20.4%** +8.0

Reader engagement funnel



Case study 2

Quantify Grammarly's Value

Expansion rate for enterprise customers is low because we can't clearly justify Grammarly's value for the entire organization.

How might we demonstrate Grammarly's value to get higher expansion rate?

Vision work

Strategic planning

Buyer focus

Mentor designers

Challenges

Common questions we failed to answer

- How did our enterprise customers improve since using Grammarly?
- How are they doing compare to other enterprise customers?
- Why should they have other departments using Grammarly also?
- How are teams using Grammarly's AI feature for their work so far?

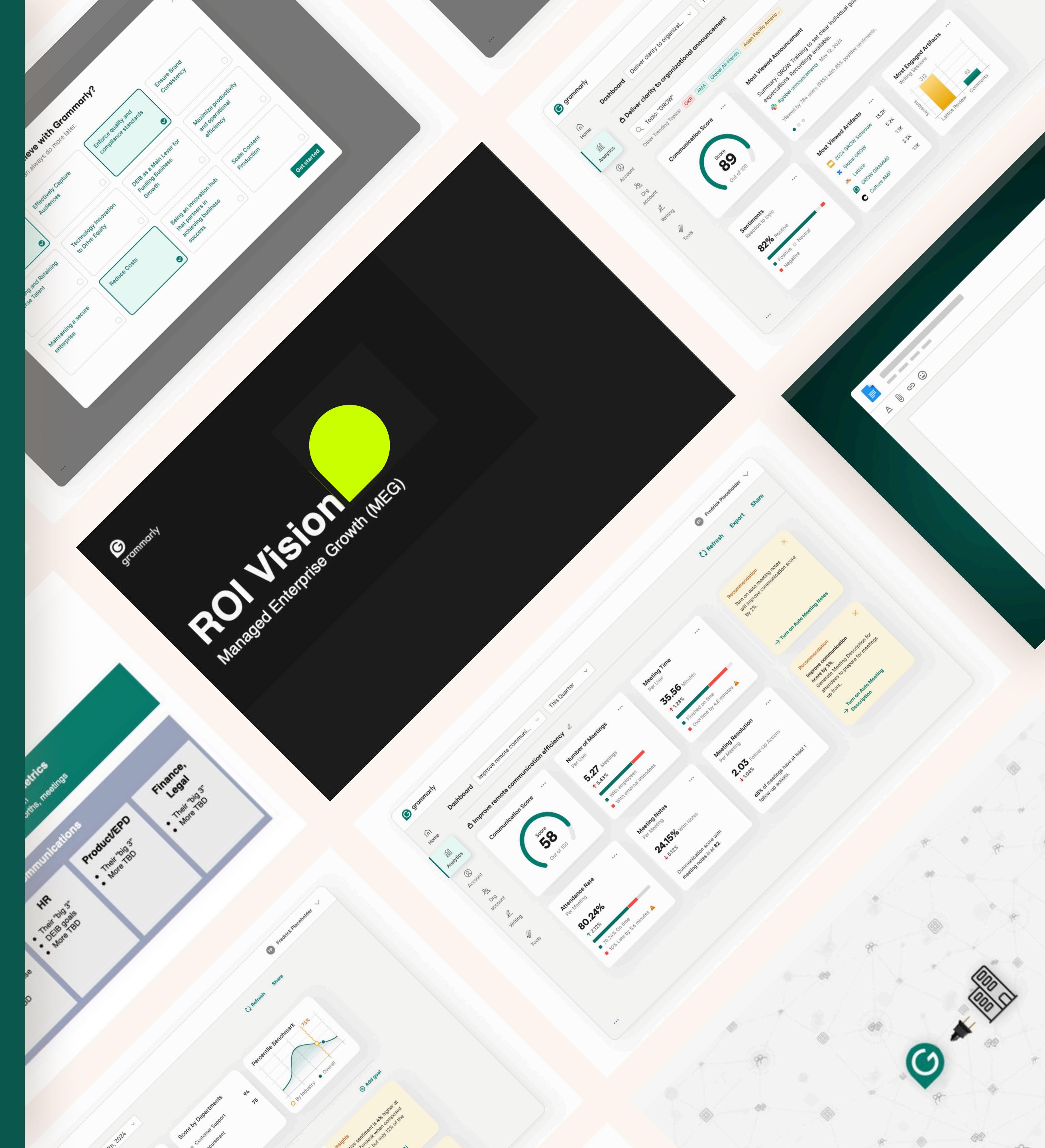
Our data does not resonate with buyers to spend \$100K+ for Grammarly

Lacks granular data to show why everyone in the organization should use Grammarly

Labour intensive to fetch and prepare existing data for buyers in a timely manner

Vision

Provide Org-wide intelligence that understand how teams communicate with each other



Plan out the work

How might we provide immediate customer value while building towards the vision?

Where is
Grammarly
being used?

How many users
are engaging
actively?

Short term

Provide more granular
information on Grammarly's
usage pattern

How do we
define a baseline
performance?

How do we tell
there is
improvement with
Grammarly?

Mid term

Illustrate progress made
on communication using
Grammarly

How do we guide
our customers to
communicate
effectively?

What does it mean
to have writings
improved?

Long term

Offer insights and
recommendations beyond
writing improvements

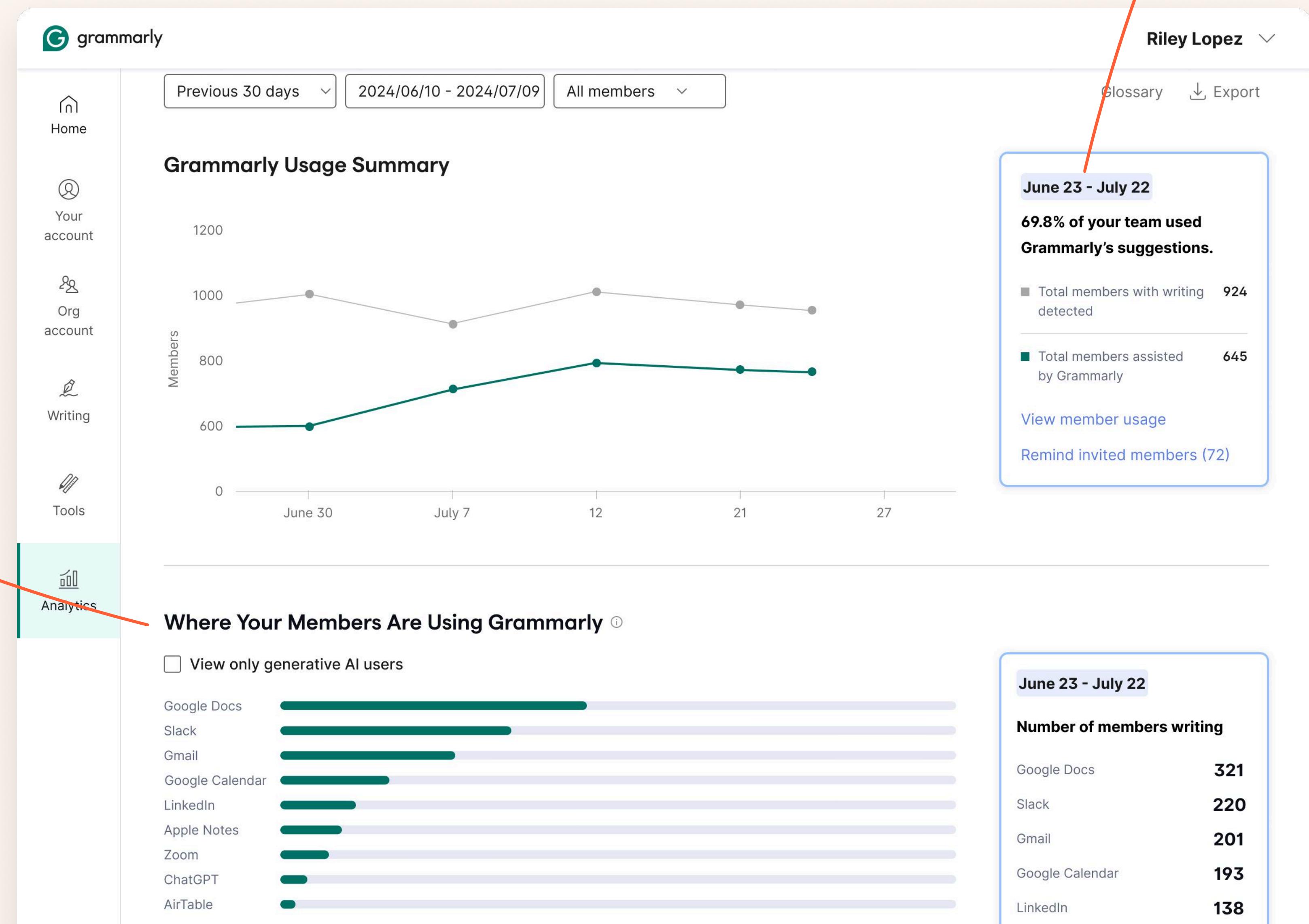
Short term

What we did

Enhancing usage insights

Provide more relevant data on Grammarly's usage pattern

Shows where improvements are made

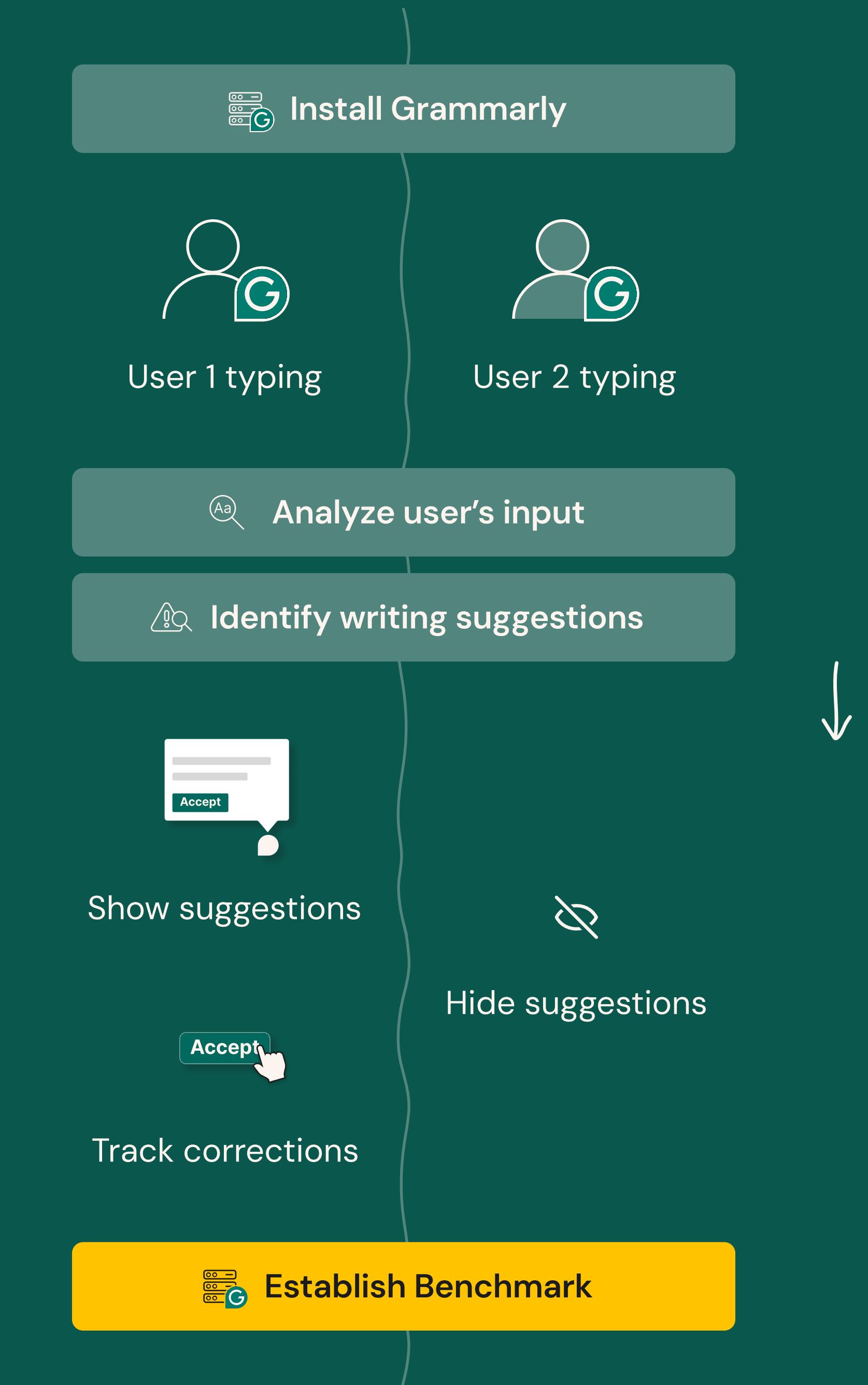


Mid term

What we did

Value benchmarking program

- Compare performance of Grammarly users and non-users within the same account
- Establish benchmark to reference progress moving forward

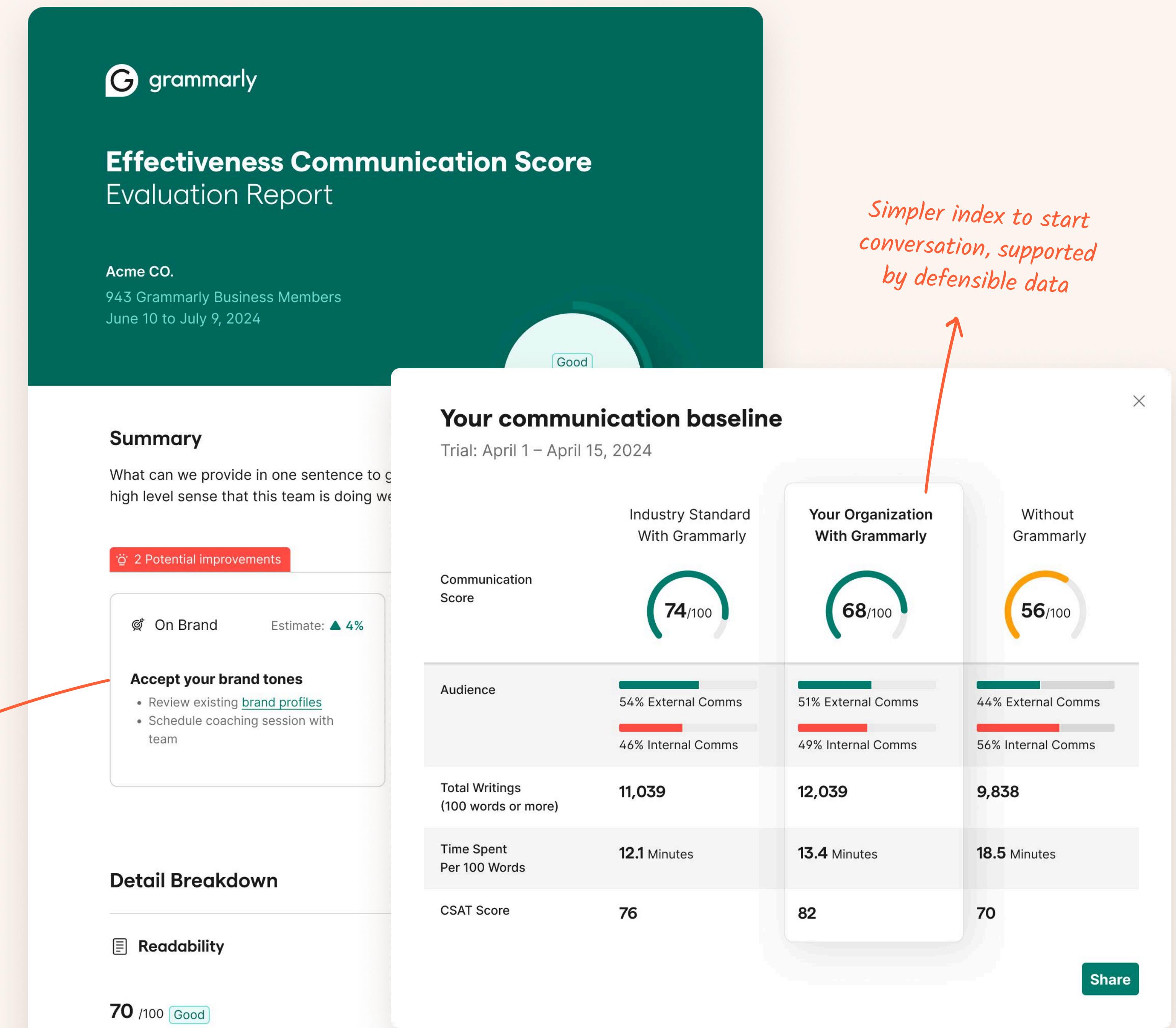


What we did

Evaluation report

Present performance insights and recommendations to show buyers Grammarly's impact on their organization

Recommends Grammarly features to improve communication



Long term

What we did

Reorganize hierarchy

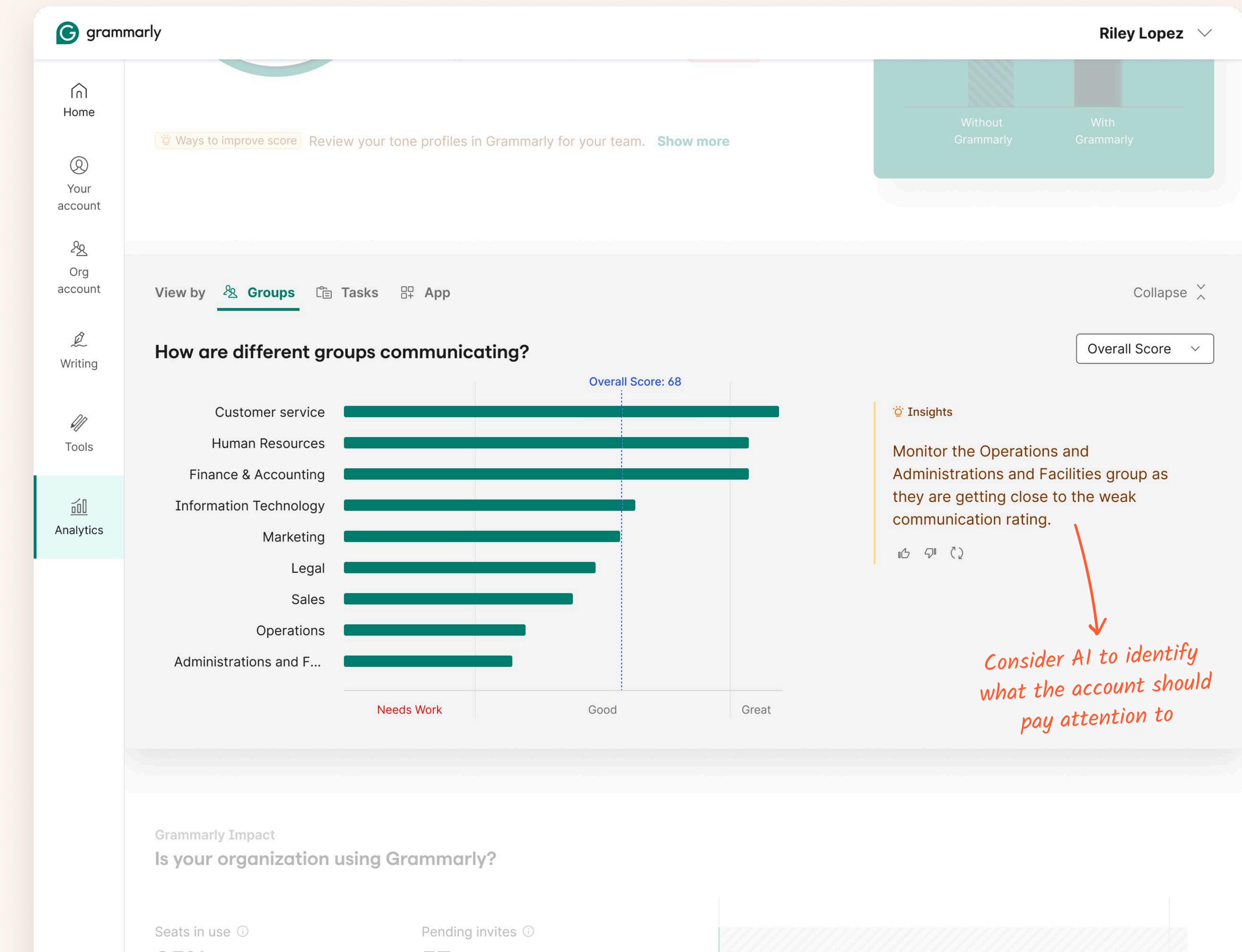
Incorporate more meaningful data to illustrate how the account is communicating using Grammarly

Long term

What we did

Show granular details

Insights to different team's communication score and show areas for improvement

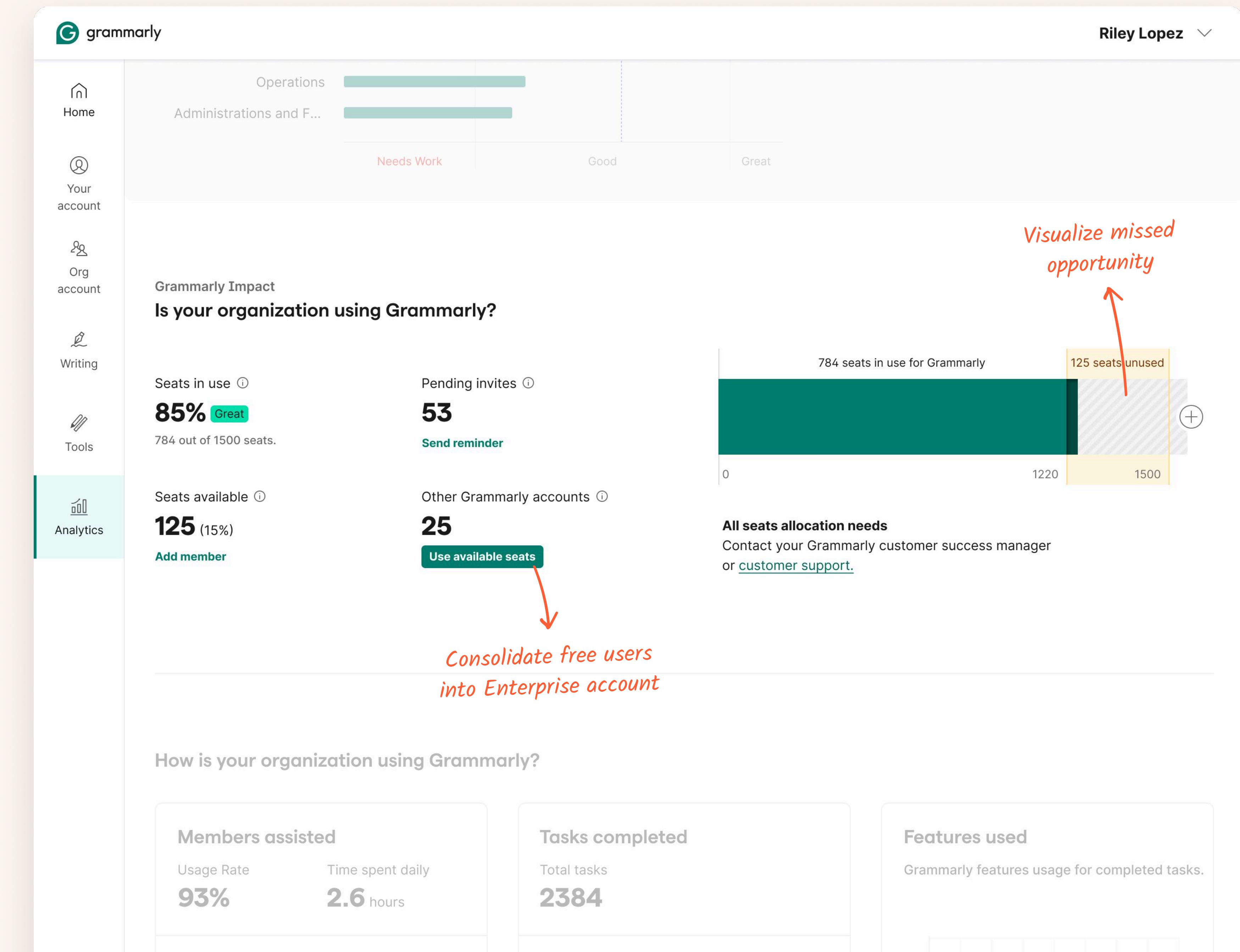


Long term

What we did

Utilization awareness

Ensure 100% adoption on the seat purchased



Performance

Full release to Enterprise accounts

- Grammarly usage chart
- Eligible enterprise accounts

Early access to selected Enterprise accounts

- Effective Communication Score
- Value Benchmarking Program

10x opportunity with DailyPay

“ Initially [the buyer] requested to continue with 40 users. After walking through ECS and showing all the sites and application Grammarly can be used with, they asked what other departments they should consider rolling it out to and started being interested and open to a much larger deployment across the company. Currently we're waiting on final numbers for exactly how many seats they want to buy but sales estimates 400–500 seats. So 40 → a potential 400+. Not landed yet but moving in the right direction... ”

Grammarly Sales Team

Thanks

Happy to deep dive into my
case studies further

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