

# Philip Wong

Product Designer

# About me

I'm an experienced designer with a user-centric, 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.

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## 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.

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## Best Buy Canada

Visual Design Lead (2011 – 2016)

Crafted visual design vision, strategy and implementation guidance for designers and engineers 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   Experimental   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 'Follow-ups' section in the sidebar, specifically the task 'Let me know what works for you.' with a hand cursor icon over it.

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

# 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 that Reader is always visible when loaded

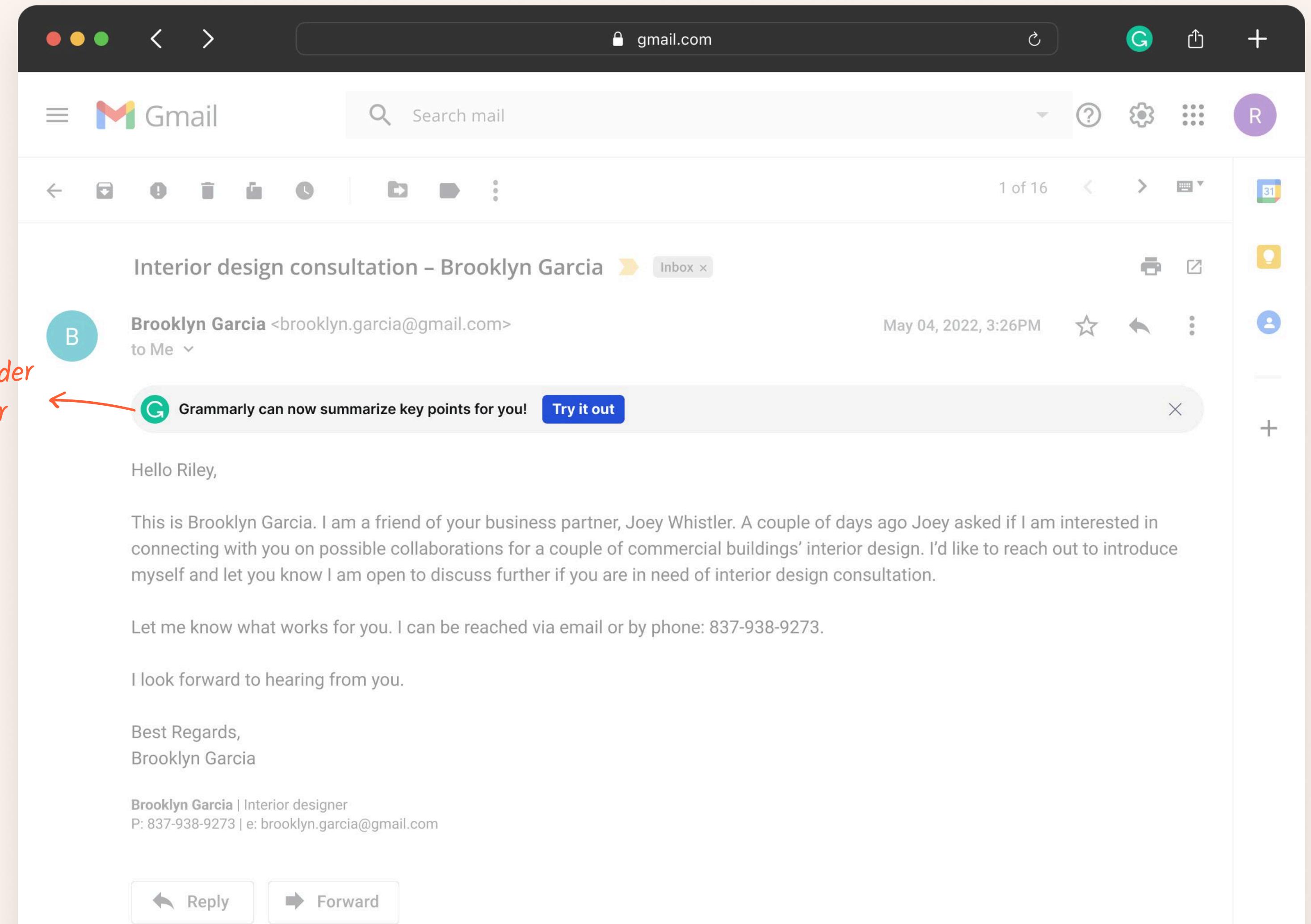
## Reduce complexity

Keep the message simple with single CTA to activate Reader

## Reduce banner blindness

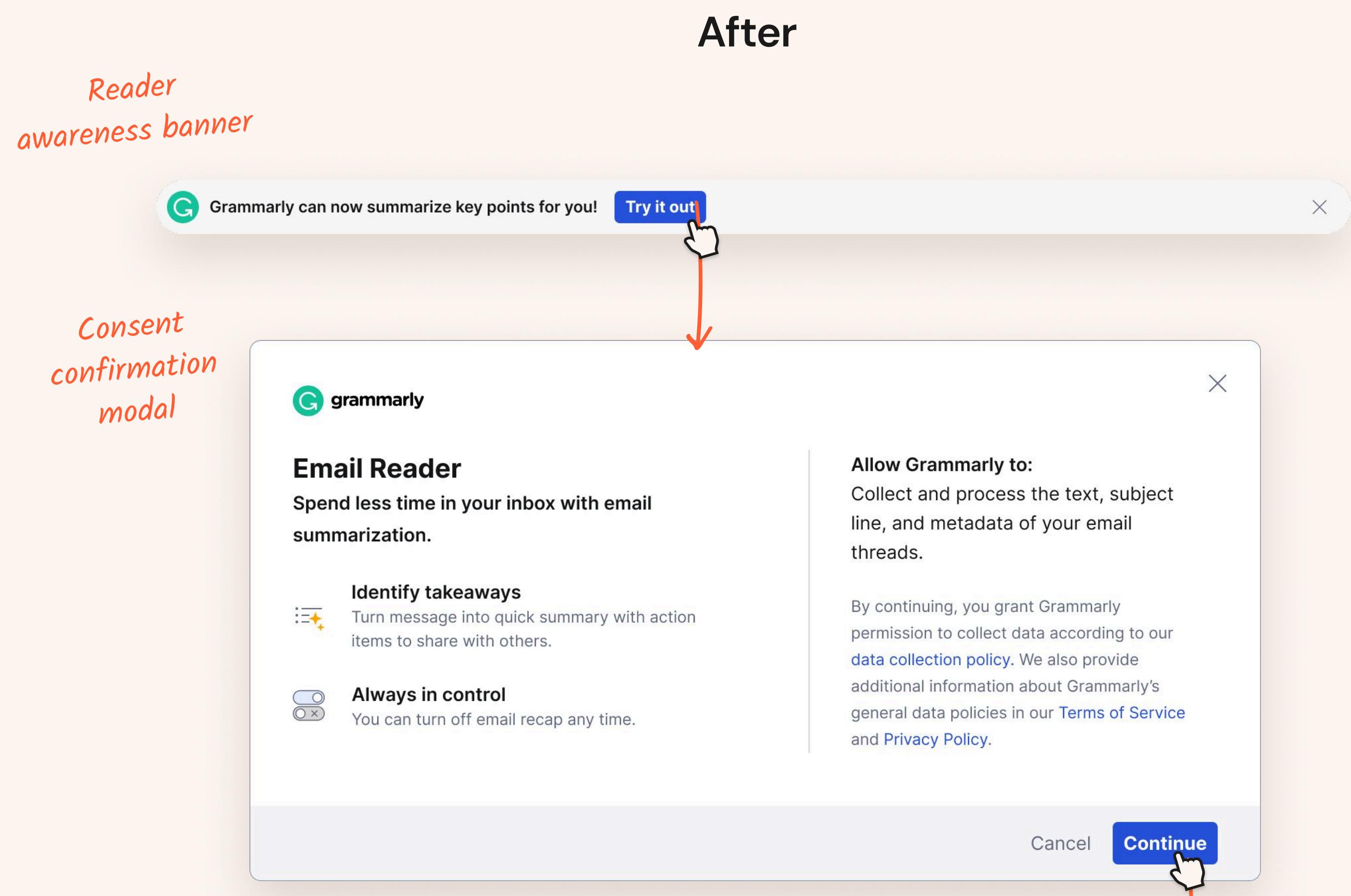
Keep the message simple with single CTA to activate Reader

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



Show summary

**READER**

- Brooklyn Garcia is a friend of your business partner, Joey Whistler.
- Joey asked if I am interested in connecting with you on possible collaborations for a couple of commercial buildings' interior design.

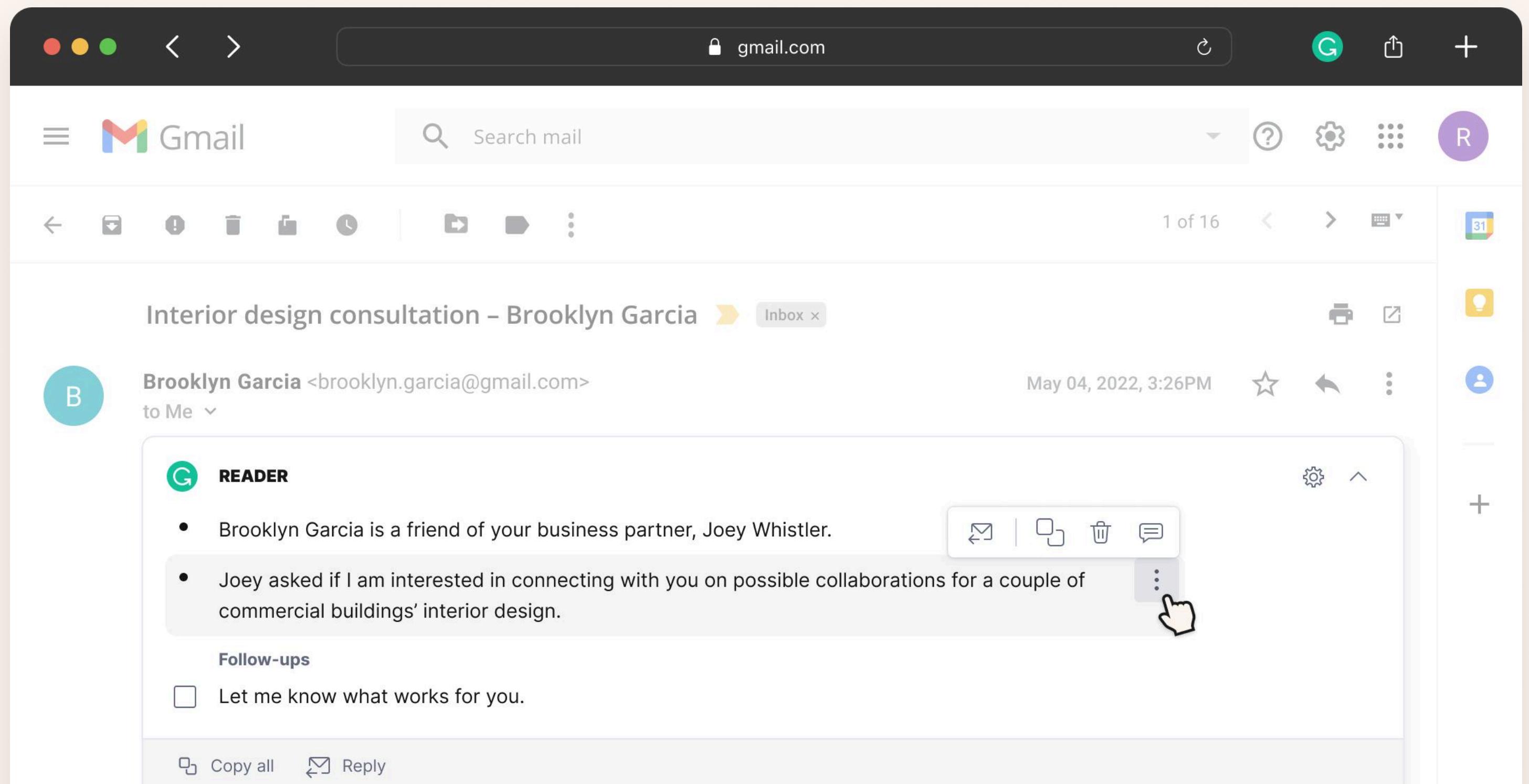
**Follow-ups**

Let me know what works for you.

# Reduce complexity

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

After



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

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?

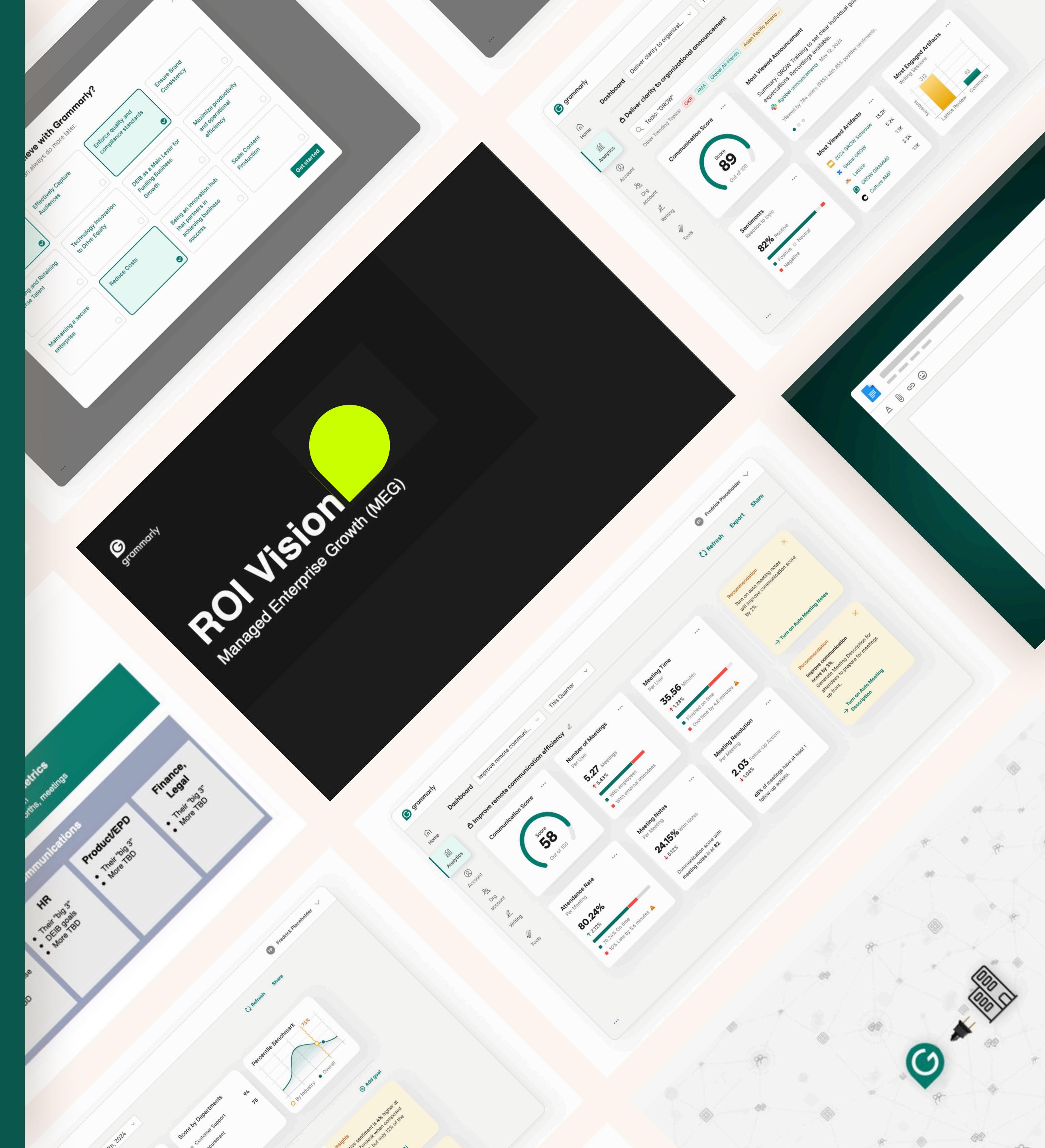
Our data does not resonate with buyers to spend \$100K+ for Grammarly

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

Labor 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

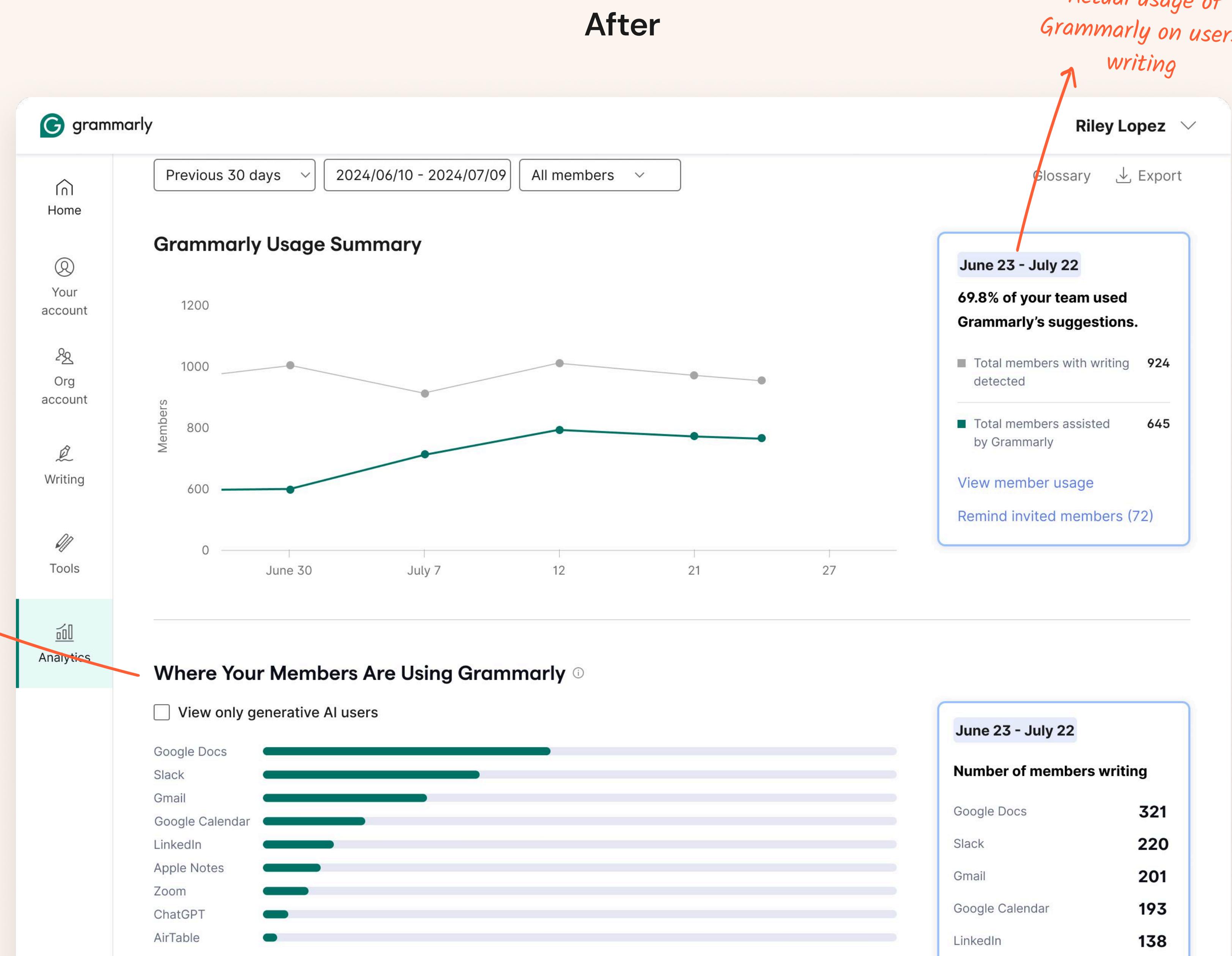
Short-term

# What we did

## Enhancing usage insights

Provide more relevant data on Grammarly's usage pattern

Shows where improvements are made



Actual usage of Grammarly on users' writing

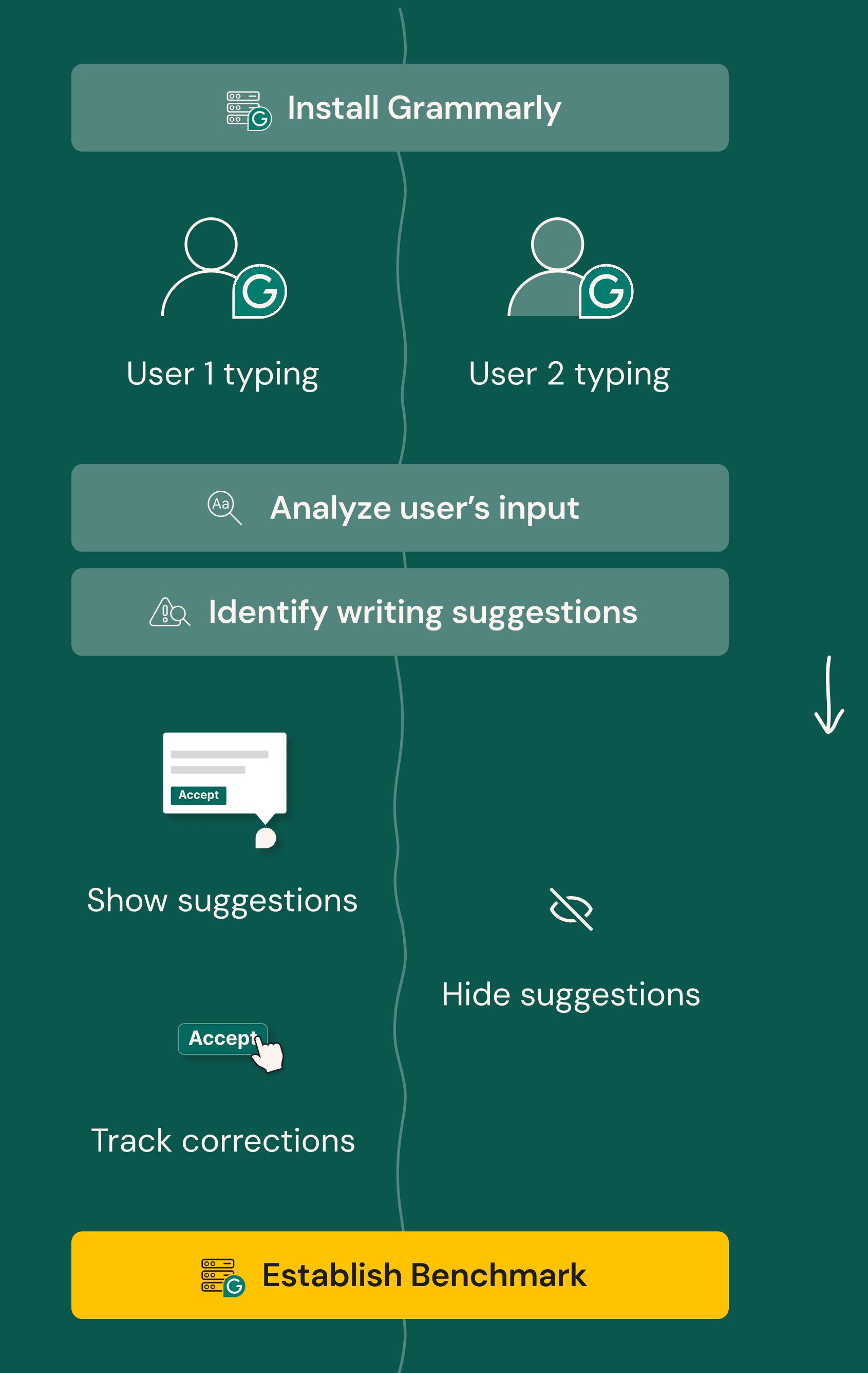
Riley Lopez

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

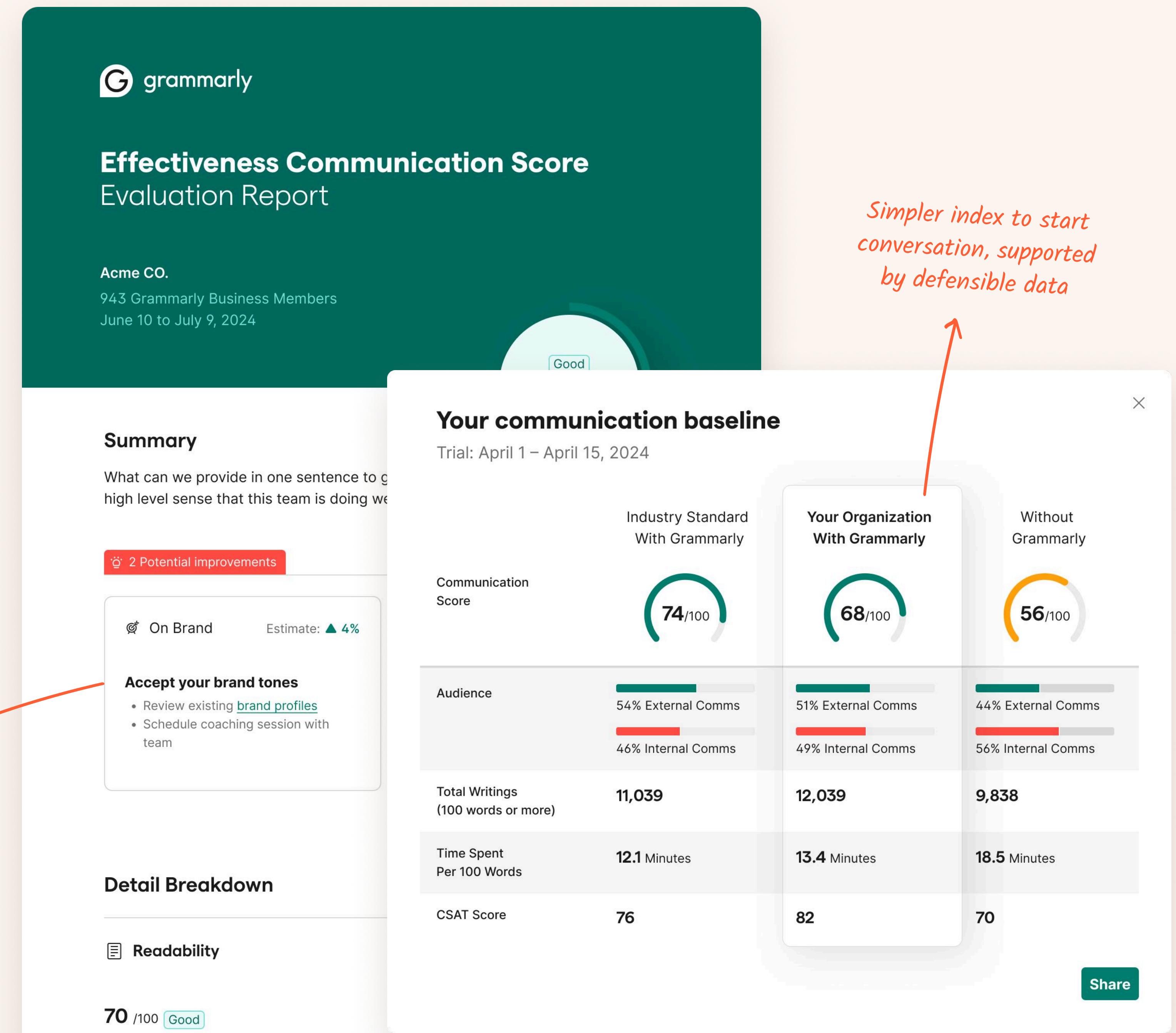


# What we did

## 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

call to action on  
how to improve  
communication with  
Grammarly

The screenshot shows the Grammarly Team overview dashboard. The left sidebar includes links for Home, Your account, Org account, Writing, Tools, and Analytics (which is selected). The main area displays a large circular "Effective Communication Score" of 68 (Good), a "Performance" section stating "Your team's communication health is strong overall!", and a "Score breakdown" table. A callout "Future space for custom metrics" points to a plus sign icon. On the right, a green box highlights a comparison between "Without Grammarly" (score 56) and "With Grammarly" (score 68), with a red arrow pointing to it labeled "Reminder on Grammarly value". At the bottom, there are sections for "How are different groups communicating?" and "Overall Score".

Team overview

Performance ⓘ  
Your team's communication health is strong overall!

Effective Communication Score  
68 Good

Score breakdown

Metrics
Clarity
Inclusivity
Correctness
Style consistency
Brand consistency

Acme Co communicates 20% better with Grammarly.  
View report →

Without Grammarly: 56 | With Grammarly: 68

Overall Score: 68

Customer service

Human Resources

Overall Score: 68

Insights

Overall Score ▾

Collaps ▾

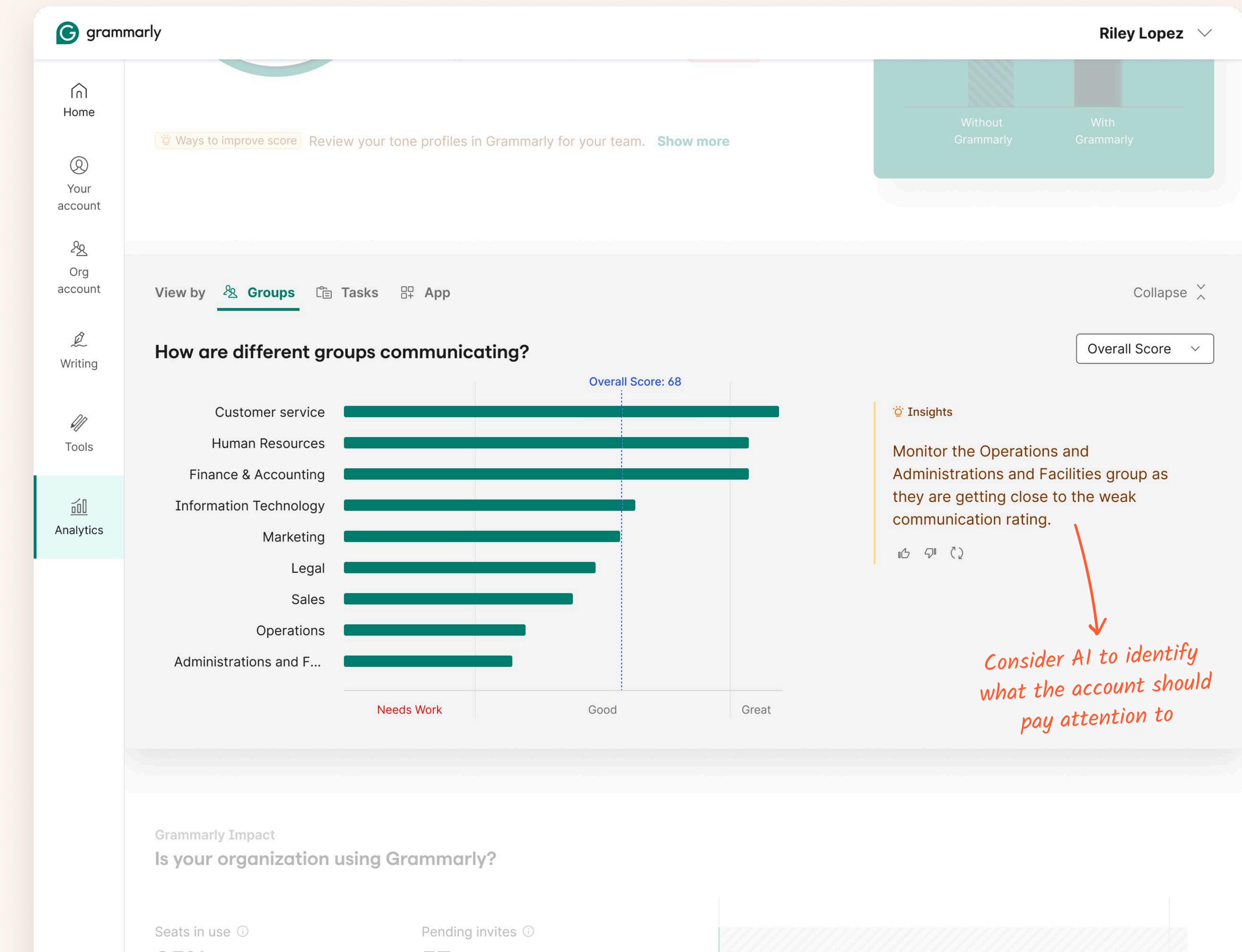
Riley Lopez ▾

Long-term

# What we did

## Show granular details

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

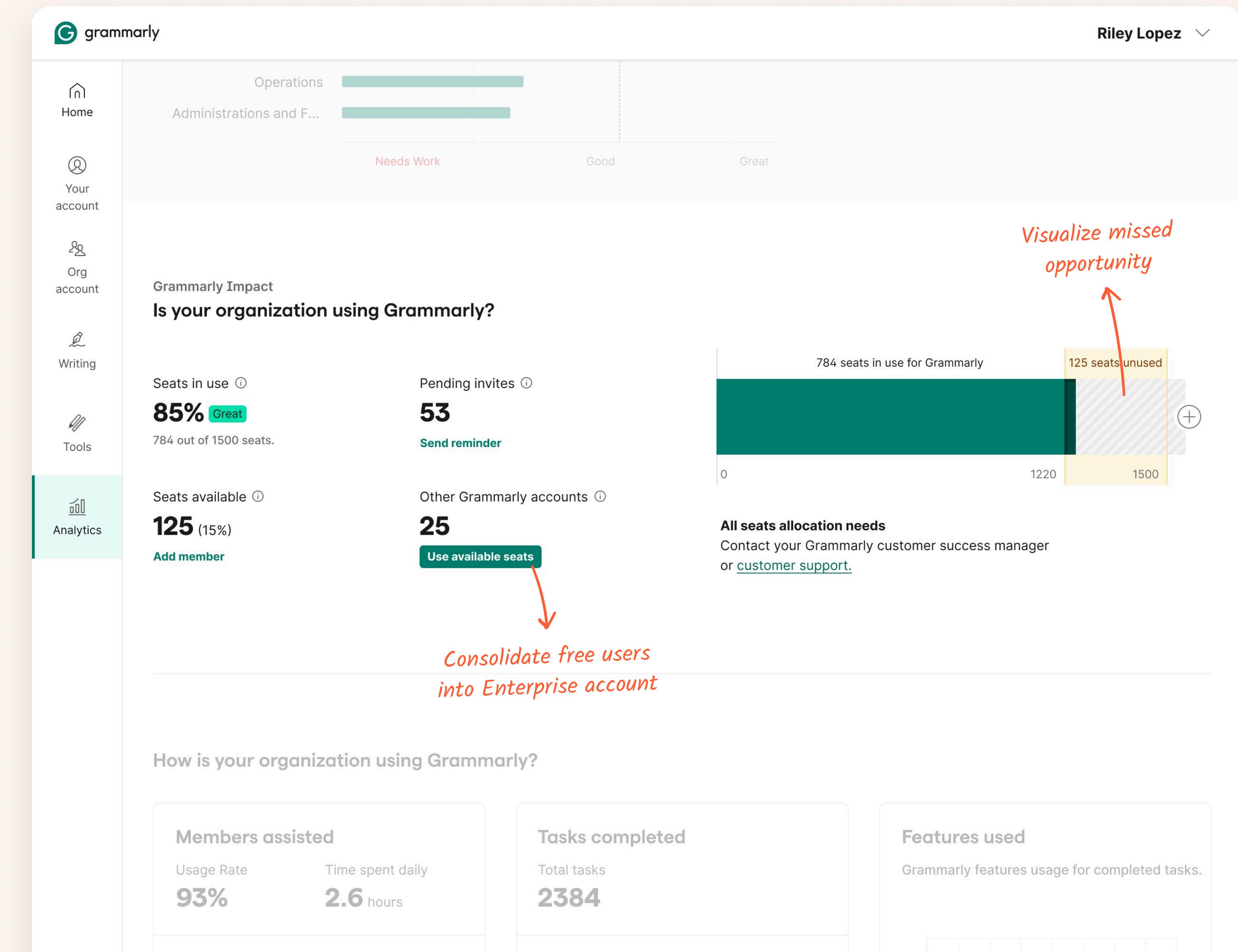


Long-term

# 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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