

# Philip Wong

Product Designer

# About me

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

Based in the vibrant city of Vancouver.

# Experience

## Grammarly

2022–2024

Senior Product Designer

Demonstrated the impact of Grammarly's AI writing tools on enterprise accounts, scaling seat expansion conversations by 10x from tens to hundreds.

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## Clio

2016–2022

Staff Product Designer (2021 – 2022)

Led iterative improvements to Clio's payment platform, increasing active payment accounts by 260% over three years.

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## Best Buy Canada

2011–2016

Visual Design Lead (2015 – 2016)

Designed a seamless online shopping experience for Best Buy Canada's peak events, driving \$70M+ CAD in revenue.

**Case study 1**

# Grammarly Reader

An AI-powered email assistant that helps users read emails faster with generated summaries to explore new product offering beyond Grammarly's writing suggestions.

UX/UI Design   Experimental   End-user focus

# Reader

We launched an email assistant that summarizes key information for users to read faster

Format

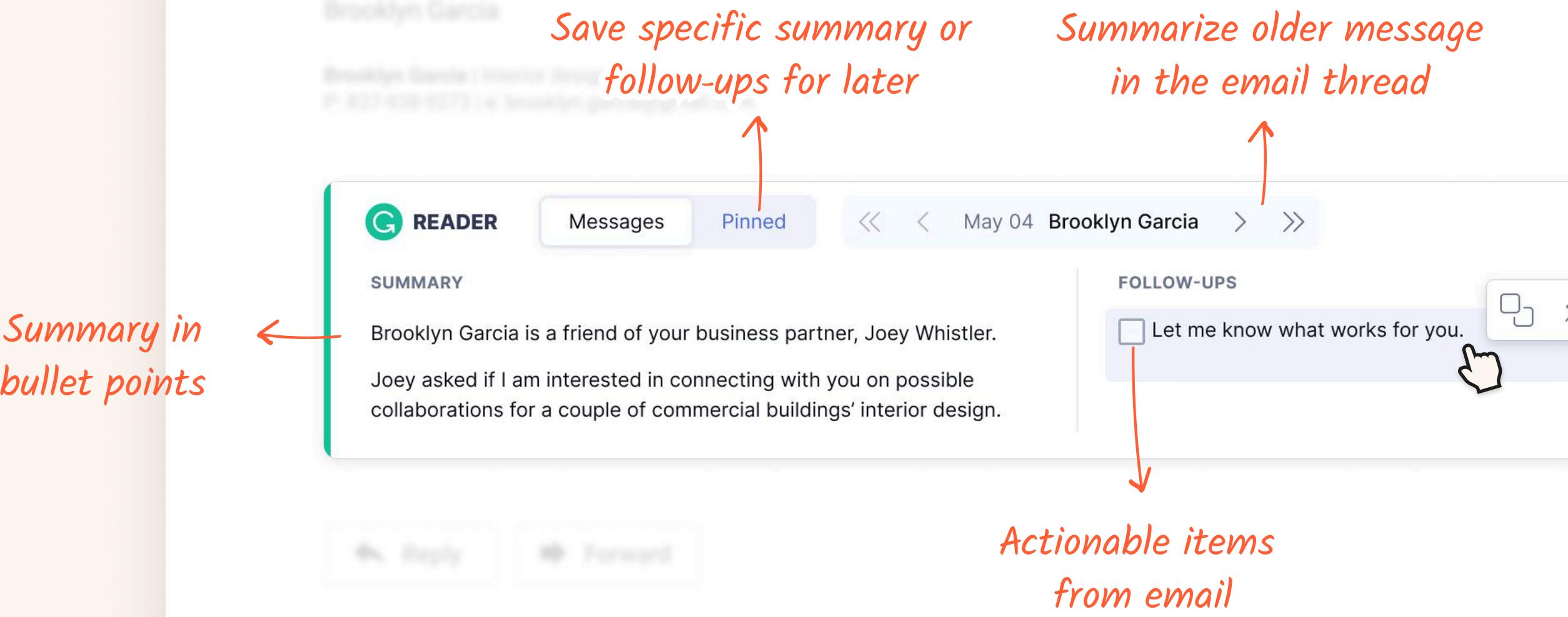
Chrome extension

Experiment

1% of paid customers

Individual accounts

Summary in bullet points



# Discovery

## User pain points

### Placement of Reader

Difficult to notice, low adoption

### Privacy concern

How will the user's data be used?

### Unused features

Some features designed in original design do not meet users' needs

## Content quality

### Summarized irrelevant email

e.g., notification, marketing emails

### Focused on the wrong content

e.g., Pleasantries included, duplicated content

### Lacked critical information

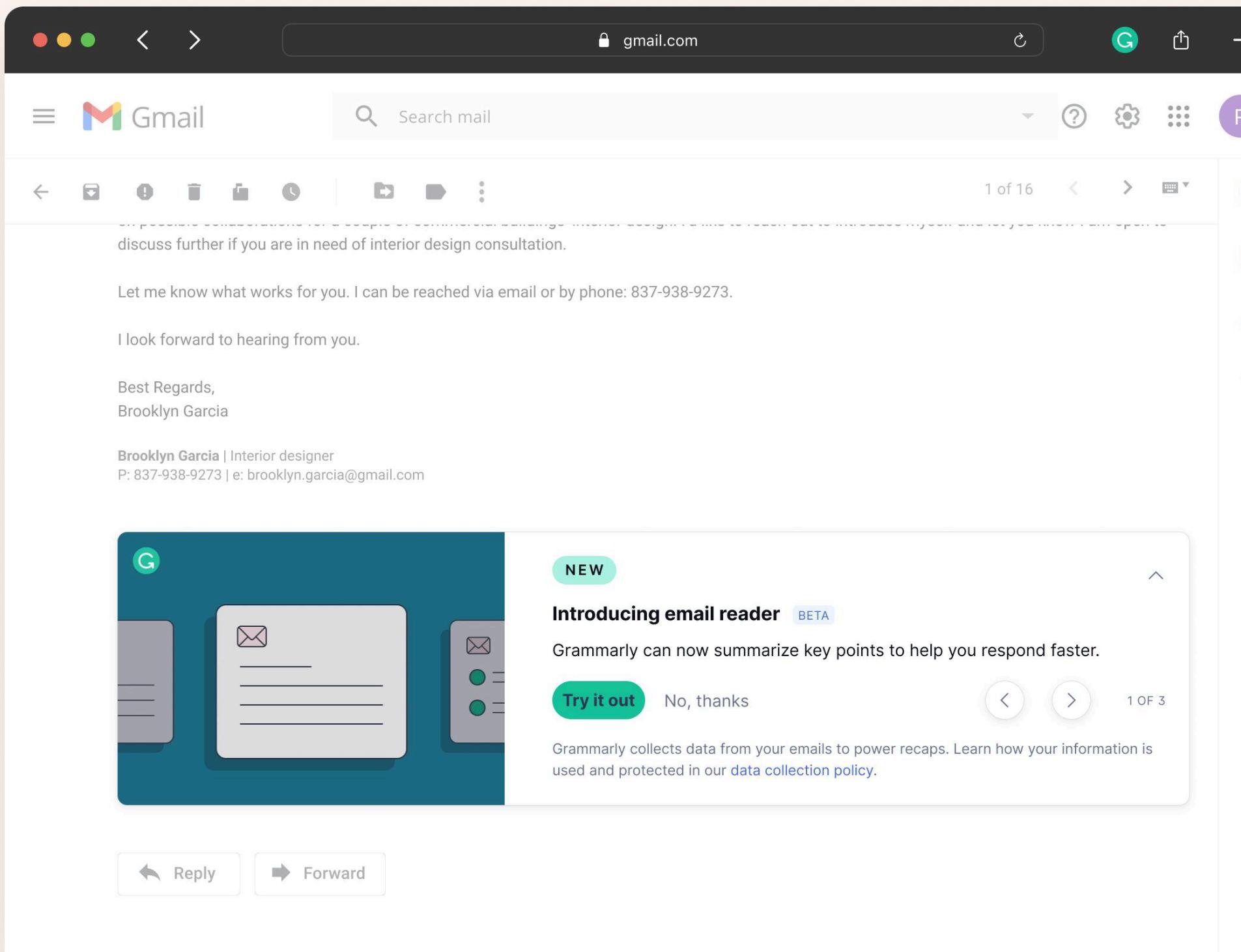
e.g., Dates, phone numbers

**Trust concern on generated content**

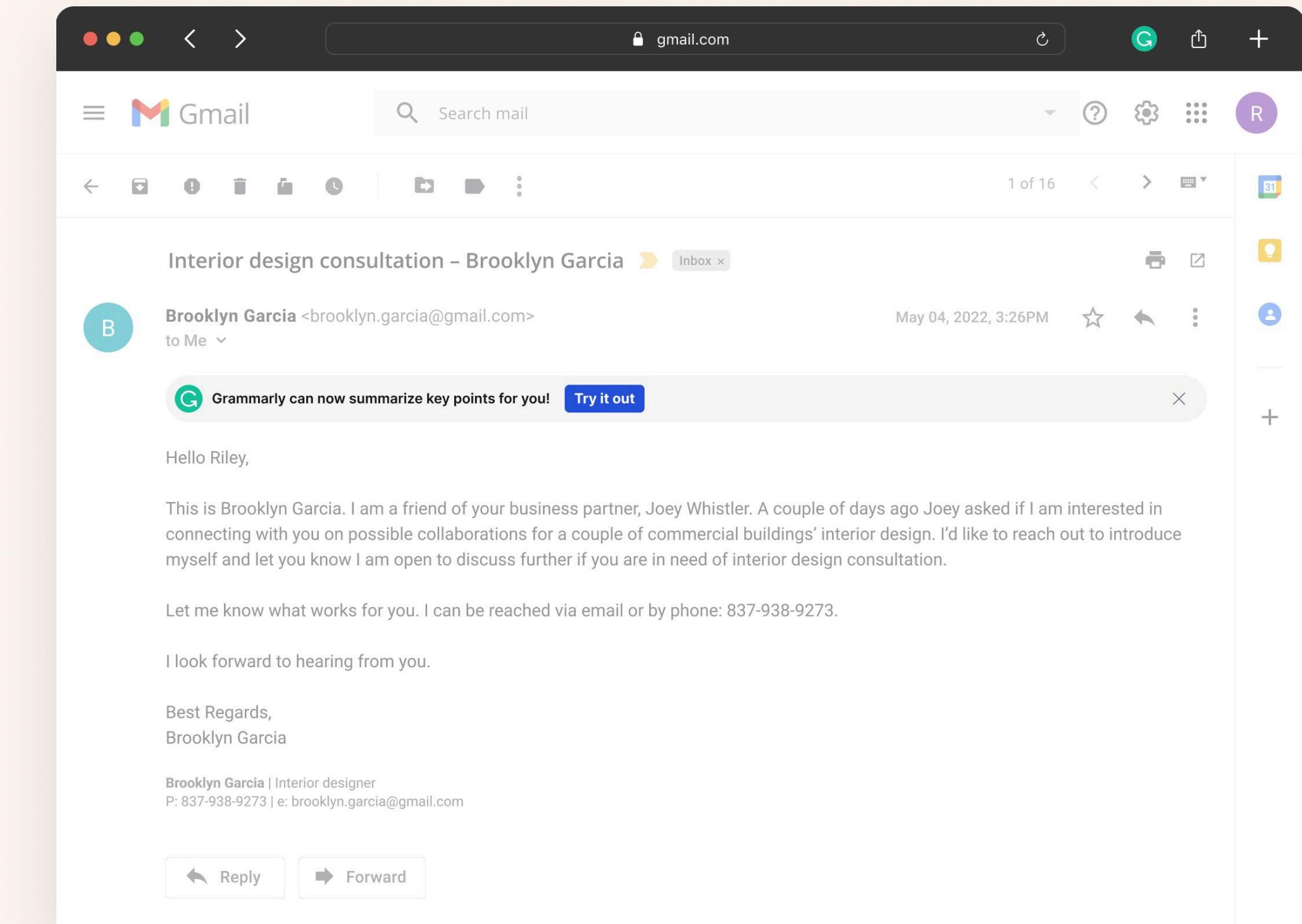
# Improve adoption

Refined messaging above the fold with less visual distractions to clearly indicate that emails can be summarized before reading in full.

Before



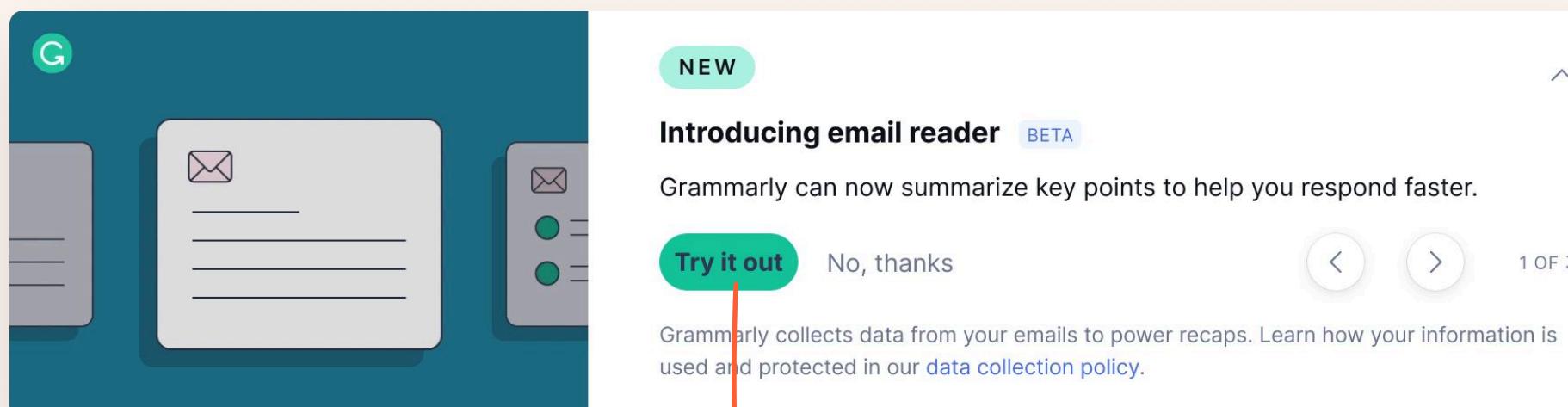
After



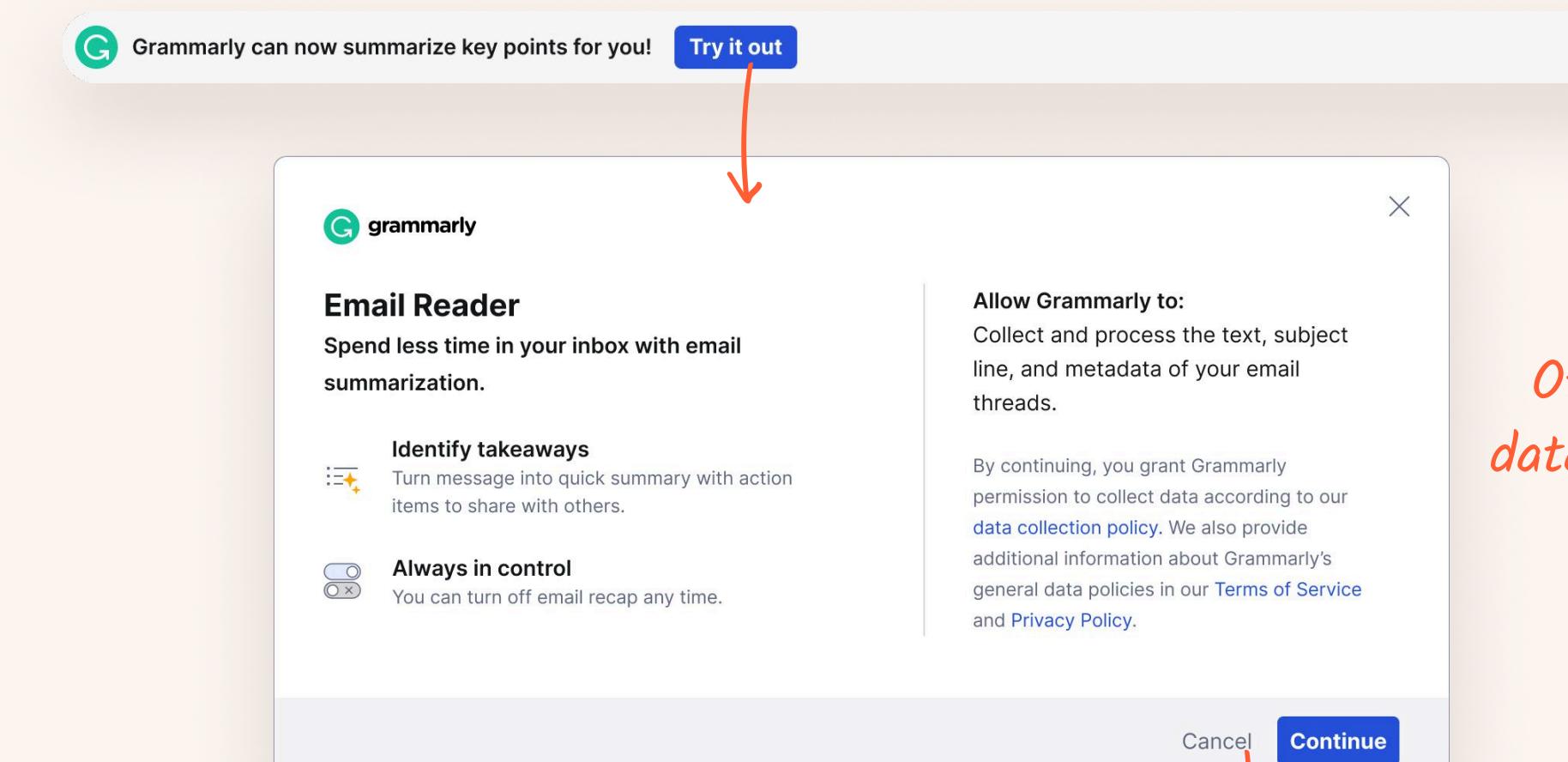
# Build trust

Introduced a review step, allowing users to decide when to use Reader, ensuring summaries are applied intentionally rather than unexpectedly.

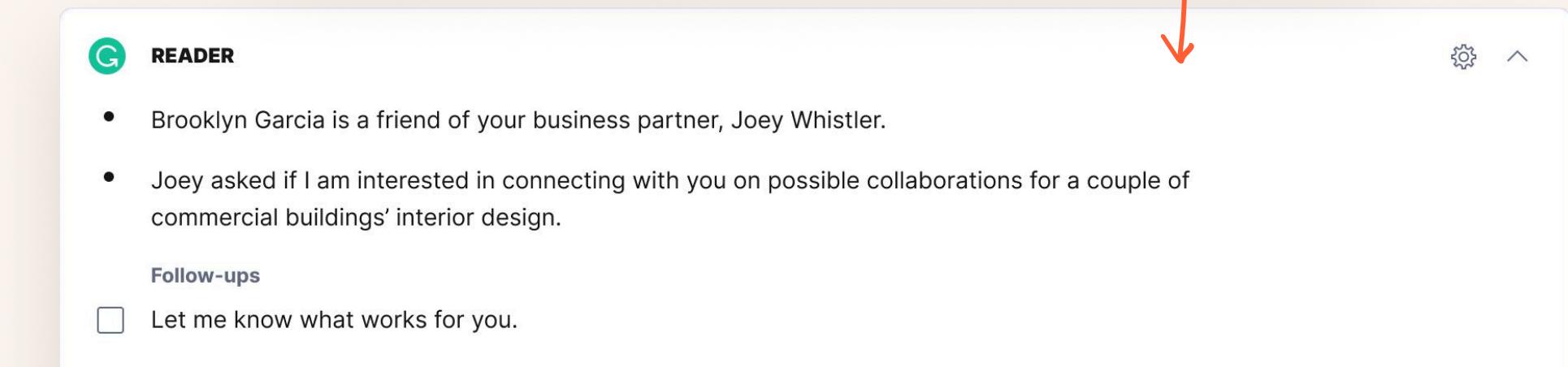
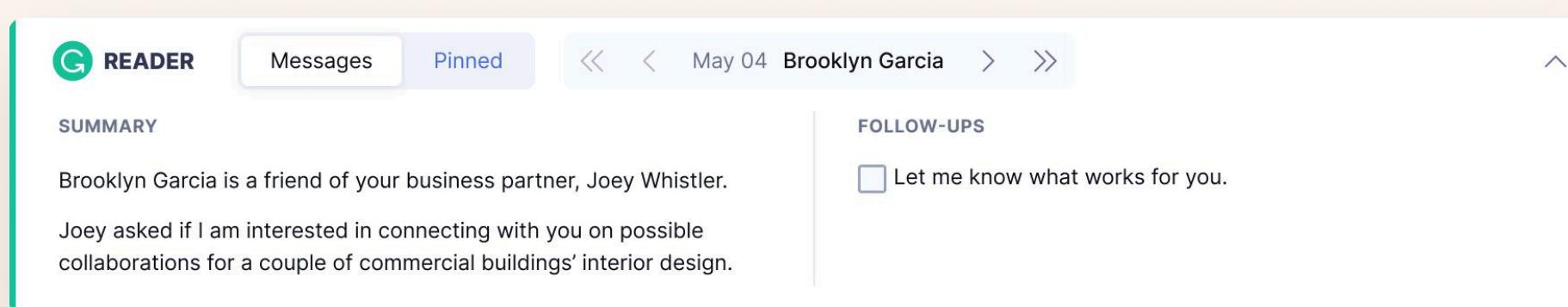
## Before



## After



Offer clarity on  
data usage focused  
in a modal



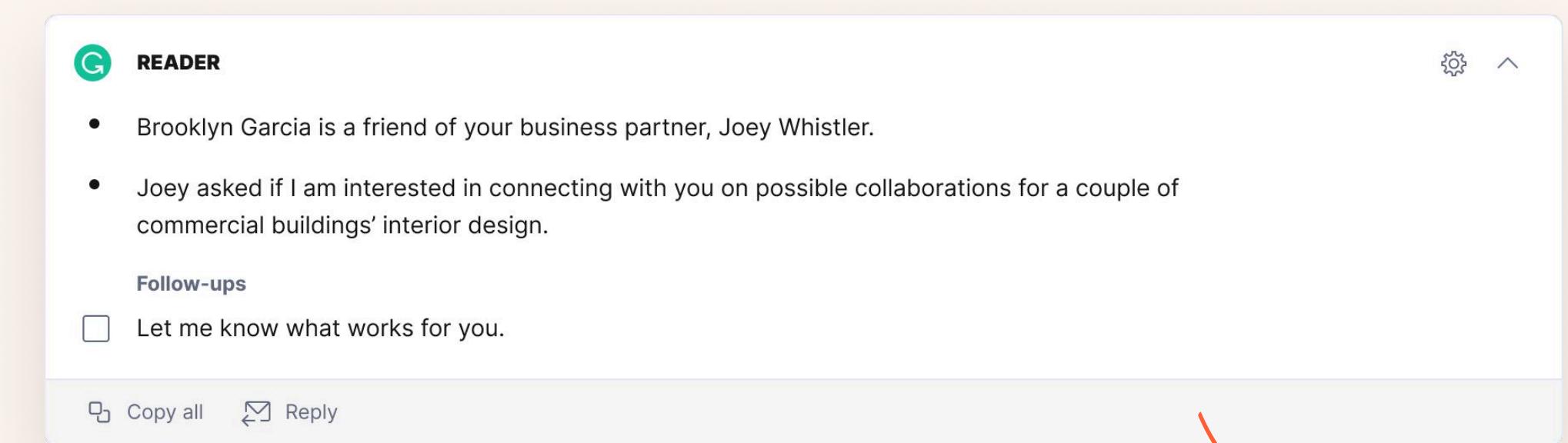
# Reduce complexity

Data showed that **84% of emails are new to users and 86% are visited only once**. This validated our human insights also, leading us to remove multiple features that does not align with users' need.

Before



After



Save specific summary or  
follow-ups for later

Summarize older message  
in the email thread

Remove features not align with  
users' need

# Impact

Initial performance

3.2% Adoption rate within a day

12.4% Adoption rate overall

~10 seconds Reading time

~96 seconds Writing time

0.2% Engagement rate

Emails with Reader interacted at least once



Performance after iterations

8.5% Adoption rate within a day **+5.3**

20.4% Adoption rate overall **+8.0**



~10.1 seconds Reading time

No statistical difference



~95 seconds Writing time

No statistical difference



0.3% Engagement rate **+0.1**

Emails with Reader interacted at least once

# Insights

## Goals

Accelerate reading and boost content comprehension



## What we've learned

**It's not always about speed**

Users will read everything in detail if necessary

Ease daily email stress and frustration



**Helps triage content** Opportunity

Decide whether to continue reading or move on to the next task

Improve clarity in composing email replies



**Transfer of knowledge** Use case

Ability to quickly share knowledge with peers

**Case study 2**

## Quantify Grammarly's Value

Expansion rate for enterprise customers is hovering at 7% when company OKR expects it to be at 15%.

How might we improve the expansion rate for enterprise accounts?

Vision work

Strategic planning

Buyer focus

Mentor designers

# Discovery

Pain points synthesized

**Internal tooling inefficiency**

Streamline sales teams' process for expansion prep

**Lack of insights to see value**

Provide better data for and buyers to understand ROI

**High unused seats & features**

Increase buyer awareness to drive early action

**Pain points discovered**

How many users are engaging actively?

Too much time spent to find data  
and prepare slides  
for 3-4 meetings

Where is Grammarly being used?

How do we tell there is improvement with Grammarly?

How good or bad is the account? How do we guide our customers to use Grammarly? How do we communicate effectively?

Only 10-15% of the accounts uses Enterprise specific features

Buyers lack awareness on how to use Grammarly.

What does it mean to have writings improved?

How to minimize the workload for sales and sales engineers?

Many accounts only notice unused seats at renewal

# Recommendation

To drive expansion, we focused on **delivering new insights that demonstrate Grammarly's value.**

- We are uniquely positioned to track and analyze new usage data.
- Fresh insights can organically address broader challenges.
- Other departments can leverage this data to support their initiatives.

With leadership's alignment, we defined our core focus:

**Empower organizations with actionable insights  
on effective communication**

# Incremental delivery

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 Released

Deliver more relevant data on Grammarly's usage patterns to spark meaningful expansion conversations.

The screenshot shows the Grammarly Team overview dashboard. On the left, there's a sidebar with icons for Home, Your account, Org account, Writing, Tools, and Analytics. The main area has a title 'Team overview' and filters for 'Previous 30 days' (set to 2024/06/10 - 2024/07/09), 'All members' (dropdown), 'Glossary', and 'Export'. A callout in red text points to the 'Org account' icon: 'Demonstrate to organizations that Grammarly is being used on their primary tools'. Below this, a section titled 'Where Your Members Are Using Grammarly' includes a checkbox for 'View only generative AI users' and a bar chart comparing tool usage. The chart shows Google Docs at ~85%, Slack at ~70%, Gmail at ~55%, Google Calendar at ~40%, LinkedIn at ~30%, Apple Notes at ~20%, Zoom at ~15%, ChatGPT at ~10%, and AirTable at ~5%. To the right, a box highlights 'Number of members writing' for the period June 23 - July 22, with data for Google Docs (321), Slack (220), Gmail (201), Google Calendar (193), and LinkedIn (138).

Demonstrate to organizations that Grammarly is being used on their primary tools

Tool	Number of members writing
Google Docs	321
Slack	220
Gmail	201
Google Calendar	193
LinkedIn	138

Mid-term

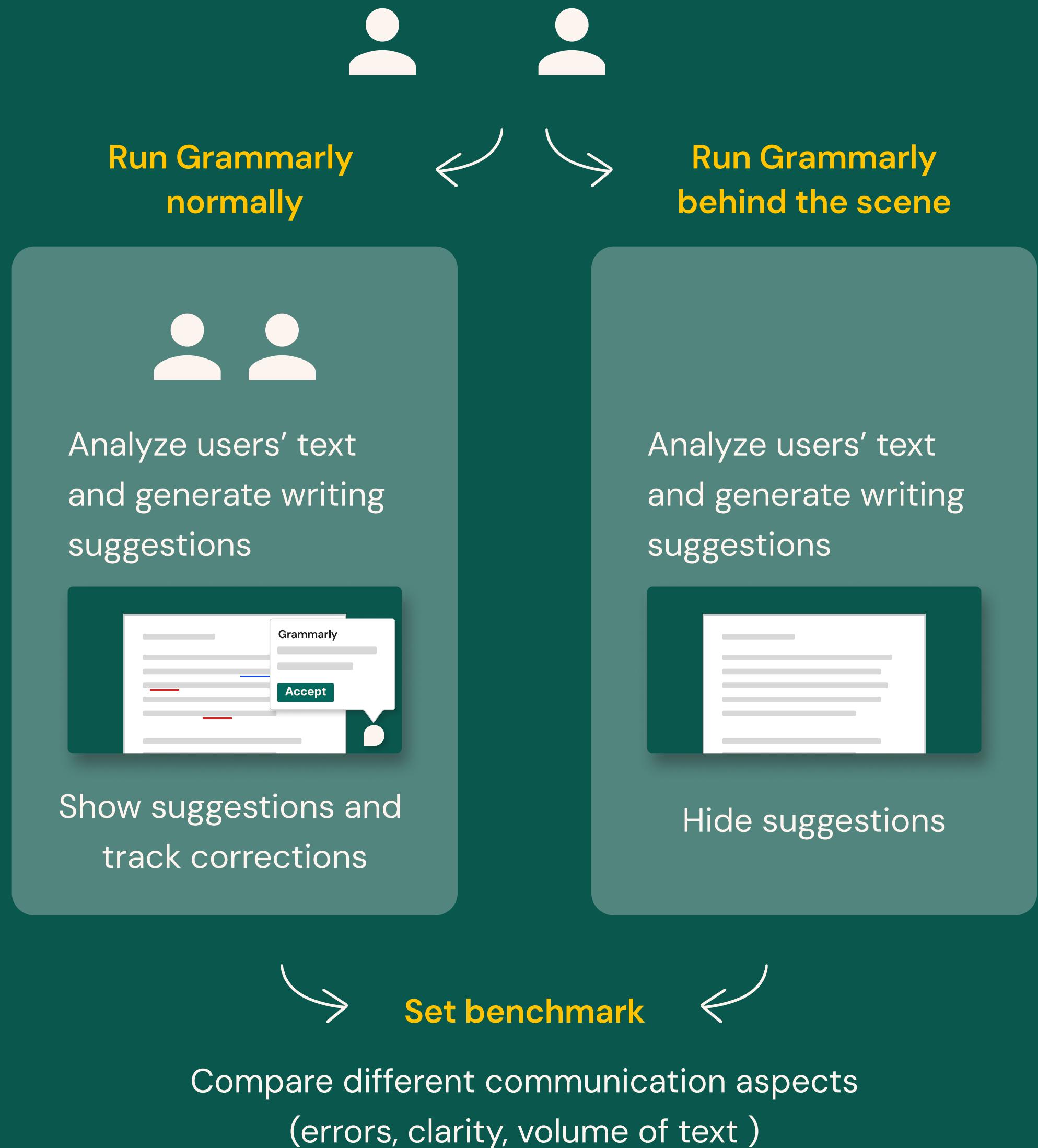
# What we did

## Value benchmarking program

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

Early access

## Benchmarking process



Mid-term

# What we did

## Evaluation report Early access

Introduce a unified communication score to quantify Grammarly's impact, providing organizations with a clear assessment of their communication improvements.

The screenshot shows the Grammarly Team overview page. On the left, there's a sidebar with icons for Home, Your account, Org account, Writing, Tools, and Analytics. The main area has a header "Team overview" with date filters: "Previous 30 days" (2024/06/10 - 2024/07/09), "All members" (Riley Lopez). Below this is a section titled "Effective Communication Score" with a large green circle showing an "Overall score" of **68** (Good). To the right, there's a "Score breakdown" table:

Category	Status
Clarity	Needs Work
Correctness	Great
Inclusivity	Good
Style consistency	Good
Brand consistency	Good

Below the table is a bar chart comparing "With Grammarly" (dark teal) and "Without Grammarly" (light teal), showing a 26% better score for those using Grammarly. A red arrow points from the text "An score with detail and quantifiable breakdown" to this chart.

The screenshot shows the "Effectiveness Communication Score Evaluation Report" for Acme CO. The report title is "Effectiveness Communication Score Evaluation Report". It includes a section for "Your communication baseline" comparing "Industry Standard With Grammarly" (74/100), "Your Organization With Grammarly" (68/100), and "Without Grammarly" (56/100). A red arrow points from the text "Score that can be used to compare with other organizations" to the "Industry Standard With Grammarly" score. The report also features a "Summary" section asking what can be provided in one sentence to give a high level sense that this team is doing well, and a "2 Potential improvements" section.

Category	Industry Standard With Grammarly	Your Organization With Grammarly	Without Grammarly
Communication Score	74/100	68/100	56/100
Audience	54% External Comms 46% Internal Comms	51% External Comms 49% Internal Comms	44% External Comms 56% Internal Comms
Total Writings (100 words or more)	11,039	12,039	9,838
Time Spent Per 100 Words	12.1 Minutes	13.4 Minutes	18.5 Minutes
CSAT Score	76	82	70

Long-term

# What we did

## Reimagine a new platform to host new data Exploration

Define and explore engineering requirements for a new platform to integrate data sets and visual insights for enterprise customers.

The image displays three screenshots of the Grammarly platform interface, illustrating the exploration phase of a long-term project to reimagine a platform for enterprise customers.

**Left Screenshot (Home):** Shows the main navigation bar and various metrics. Key data points include:

- Operations: 85% Great (784 out of 1500 seats)
- Pending invites: 53 (Send reminder)
- Seats available: 125 (15%) (Add member)

**Middle Screenshot (Team overview):** Displays a team performance dashboard. Key features include:

- Performance:** Overall score of 68 (Good). Your team's communication health is strong overall!
- Effective Communication Score:** A large circular gauge showing 68 (Good).
- Score breakdown:** Clarity (Good), Inclusivity (Great), Correctness (Good), Style consistency (Good), Brand consistency (Needs work).
- Ways to improve score:** Review your tone profiles in Grammarly for your team. [Show more](#)

**Right Screenshot (Analytics):** Compares communication health between teams using Grammarly and those without it. Key data point:

- Acme Co communicates 20% better with Grammarly.
- View report →
- Without Grammarly: Score 56
- With Grammarly: Score 68

# Early impact

**10X**

## DailyPay

Increased their seat count during renewal talks from 40 to 100

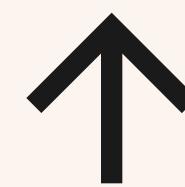
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**5K+**

## United Wholesale Mortgage

Deploying Grammarly to the entire organization from 4K seats to 9K seats

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Usage

## Teleperformance Columbia

A low Effective Communication Score encouraged them to increase feature usage

# Thanks

Happy to deep dive into my  
case studies further

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