

Philip Wong

2025 Portfolio

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.

Clio

2016-2022

Staff Product Designer, 2021 – 2022

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

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 MVP

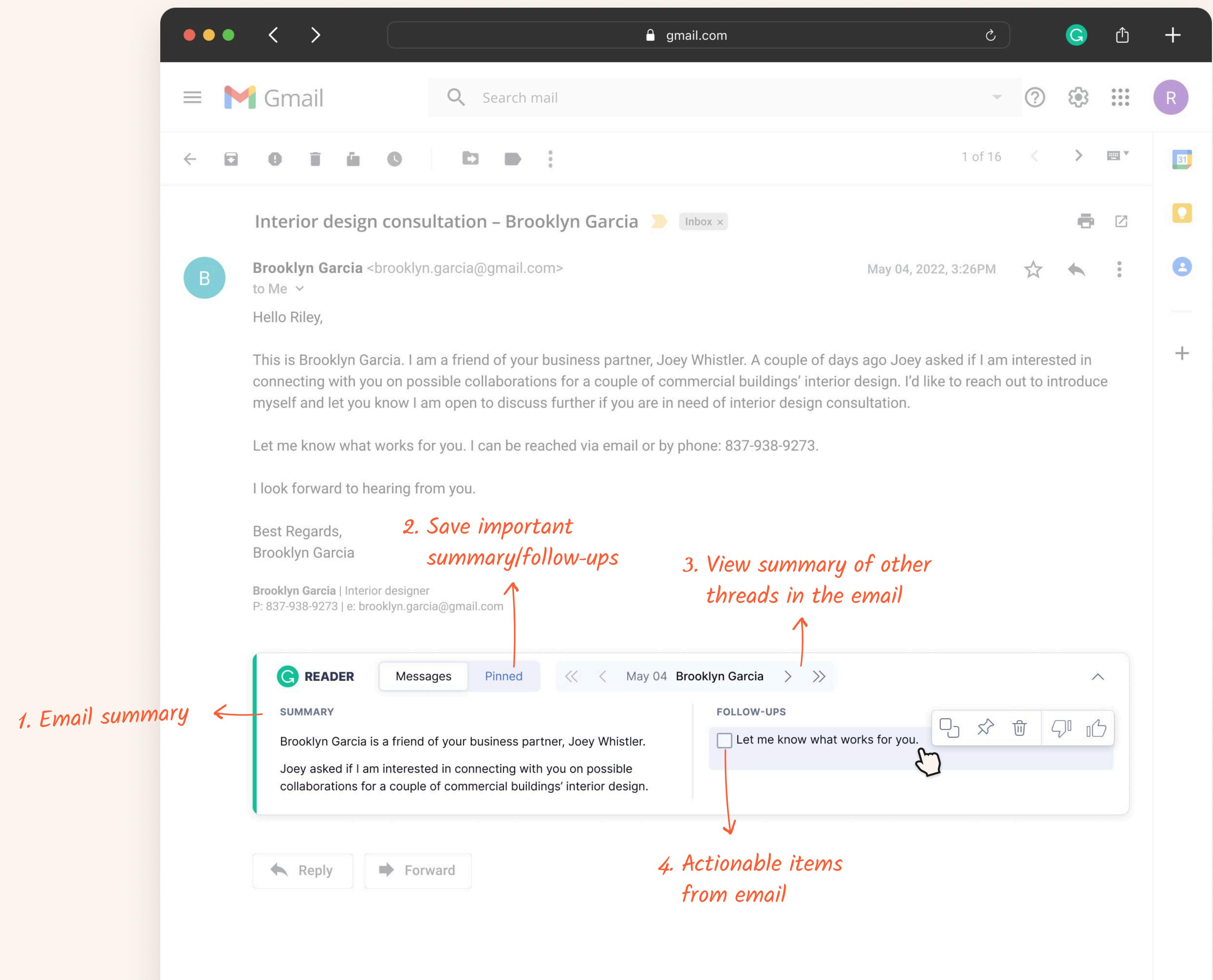
An email assistant that summarizes key information for users to read faster

Format

Chrome extension

Experiment

1% of paid customers
(Individual accounts)



Challenges

User pain points

Placement of Reader

Difficult to notice, low adoption

Privacy concern

How will the user's data be used?

Unused features

Users were not using the bookmarking and thread navigation features

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

Increase awareness

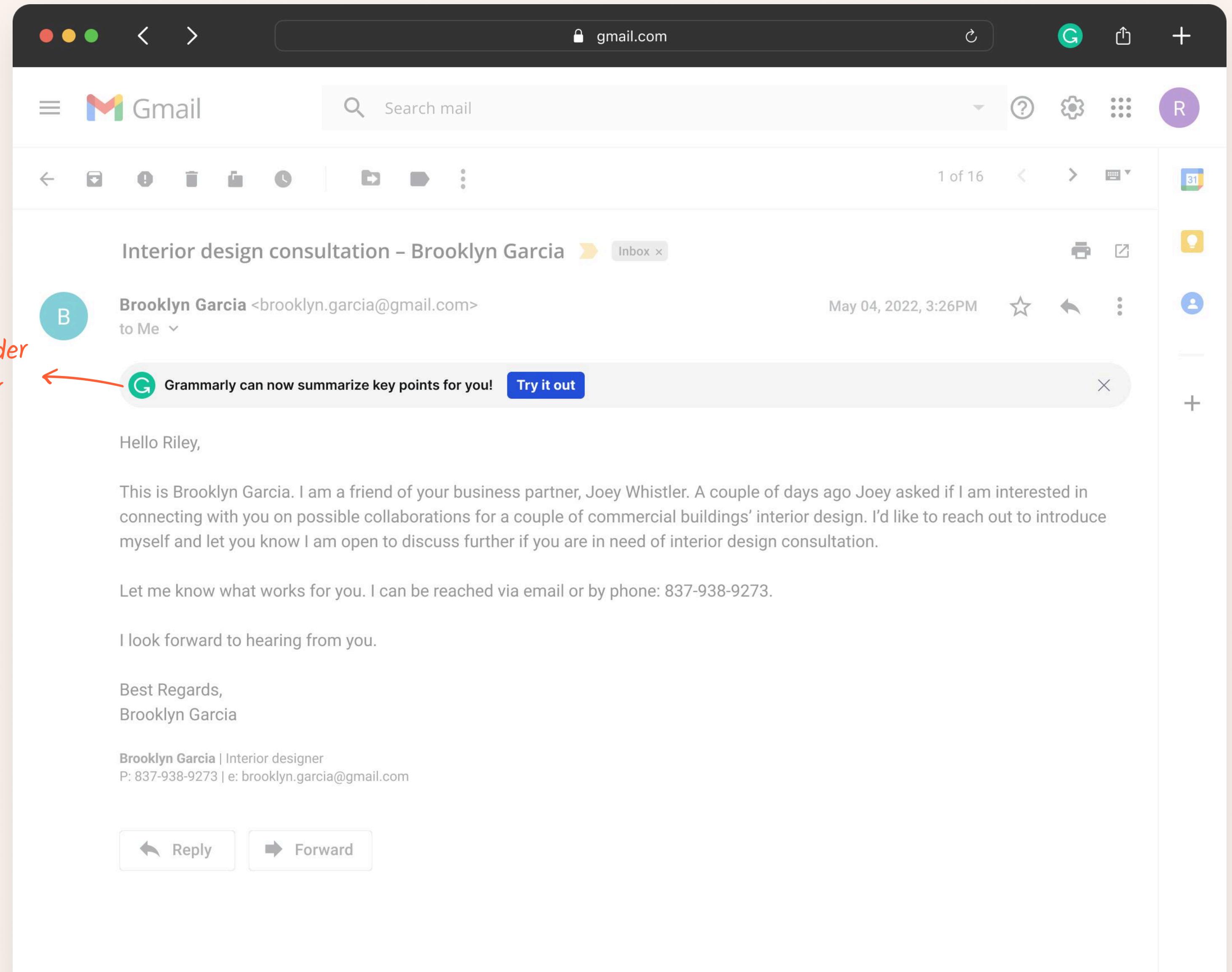
Place it above the fold so that Reader is always visible when loaded

Reduce complexity

Keep the message simple with single CTA to activate Reader

Reduce banner blindness

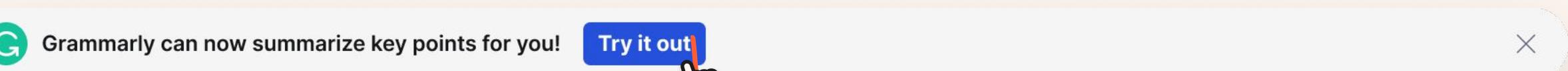
Keep the message simple with single CTA to activate Reader



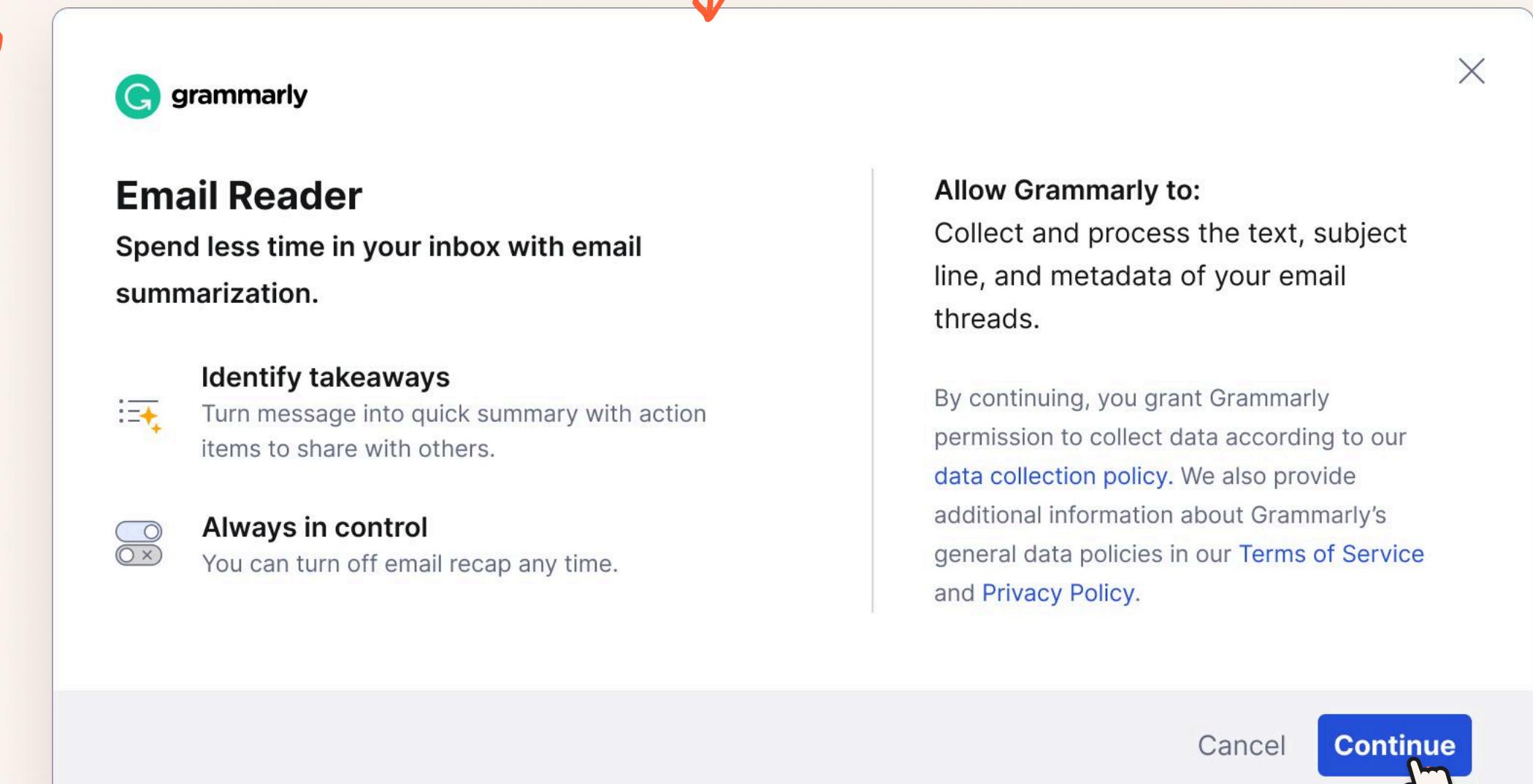
Build trust

- 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

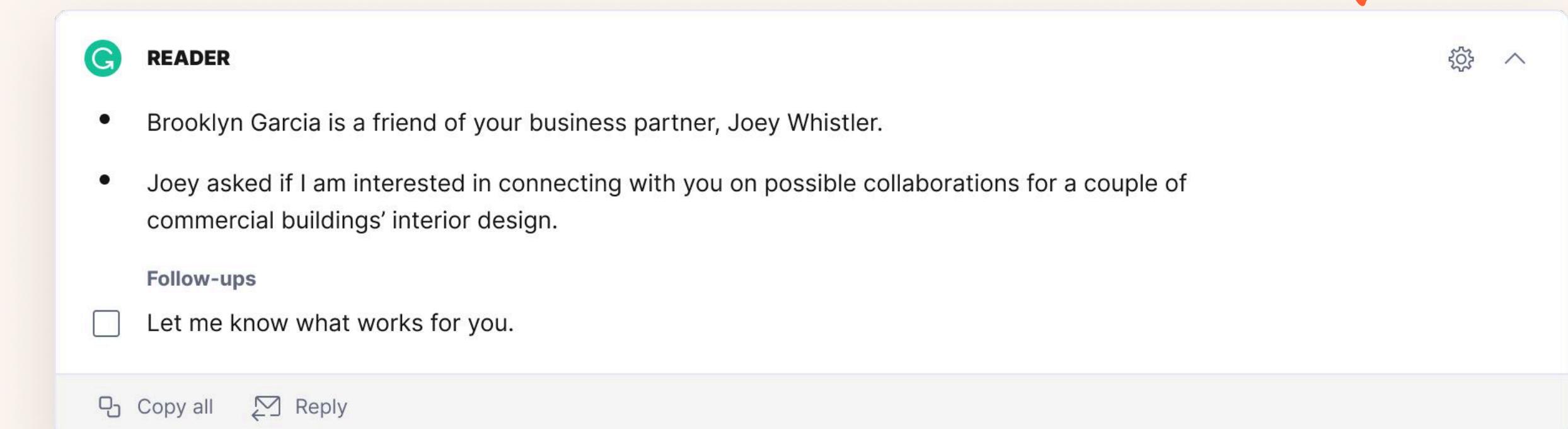
Reader
awareness banner



Consent
confirmation
modal



Show summary



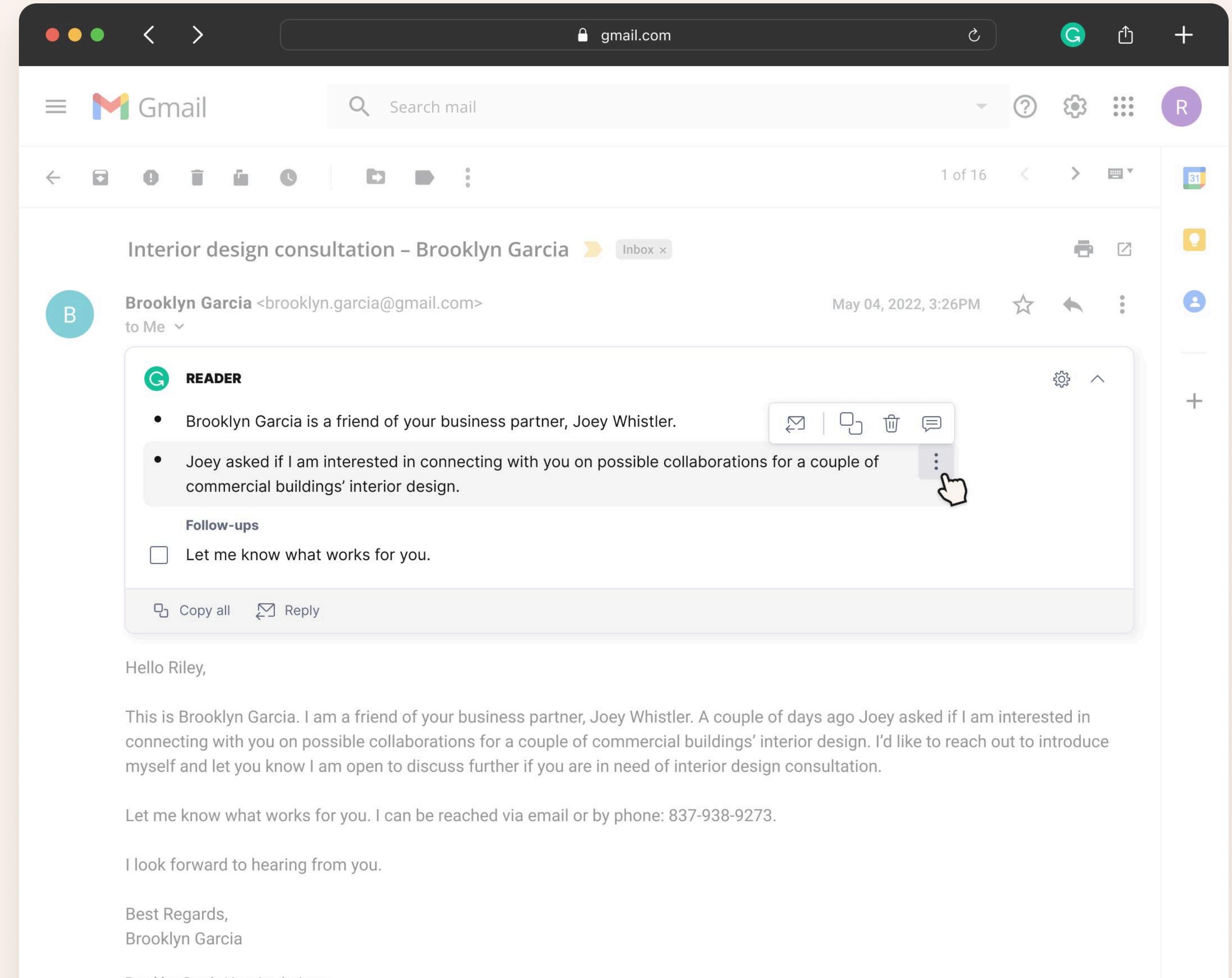
Reduce complexity

Data

- 86% of emails are new
- 84% of emails are read once

Insights

- Bookmarking did not meet users' needs
- Requires users to locate the email within inbox



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
(No Statistical difference)

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 low because we can't clearly justify Grammarly's value for the entire organization.

How might we improve the expansion rate for enterprise accounts?

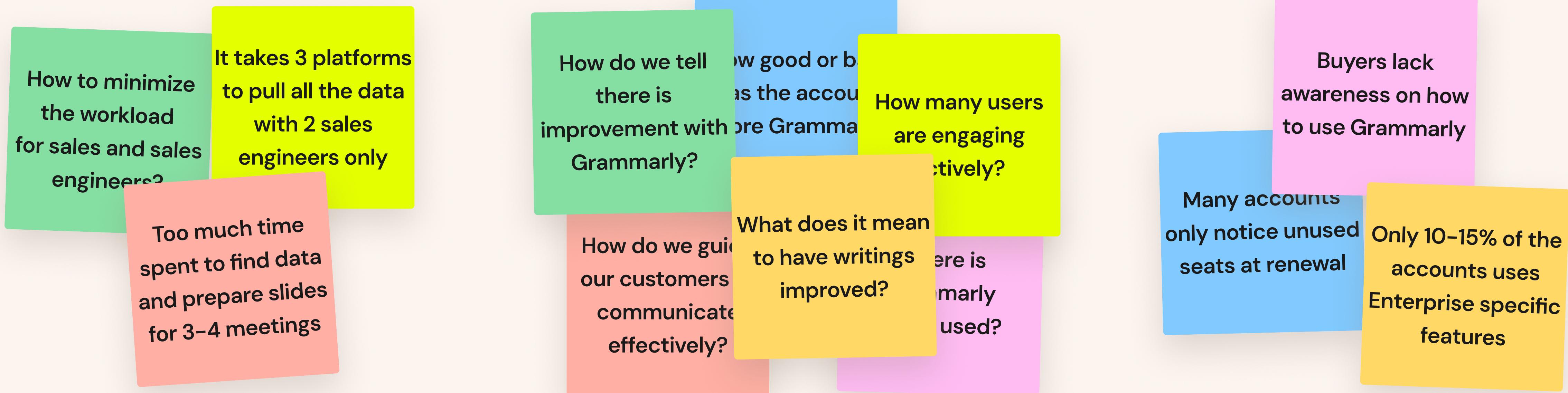
Vision work

Strategic planning

Buyer focus

Mentor designers

Synthesize challenges



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

Recommendation

- We are the only team that can track new data on usage
- Focus on having data that shows Grammarly's value
- New data can help address other challenges organically
- Other challenges can be supported by other departments

Lack of insights to see value

How do we tell how good or bad there is improvement with more Grammarly?

How do we guide our customers to communicate effectively?

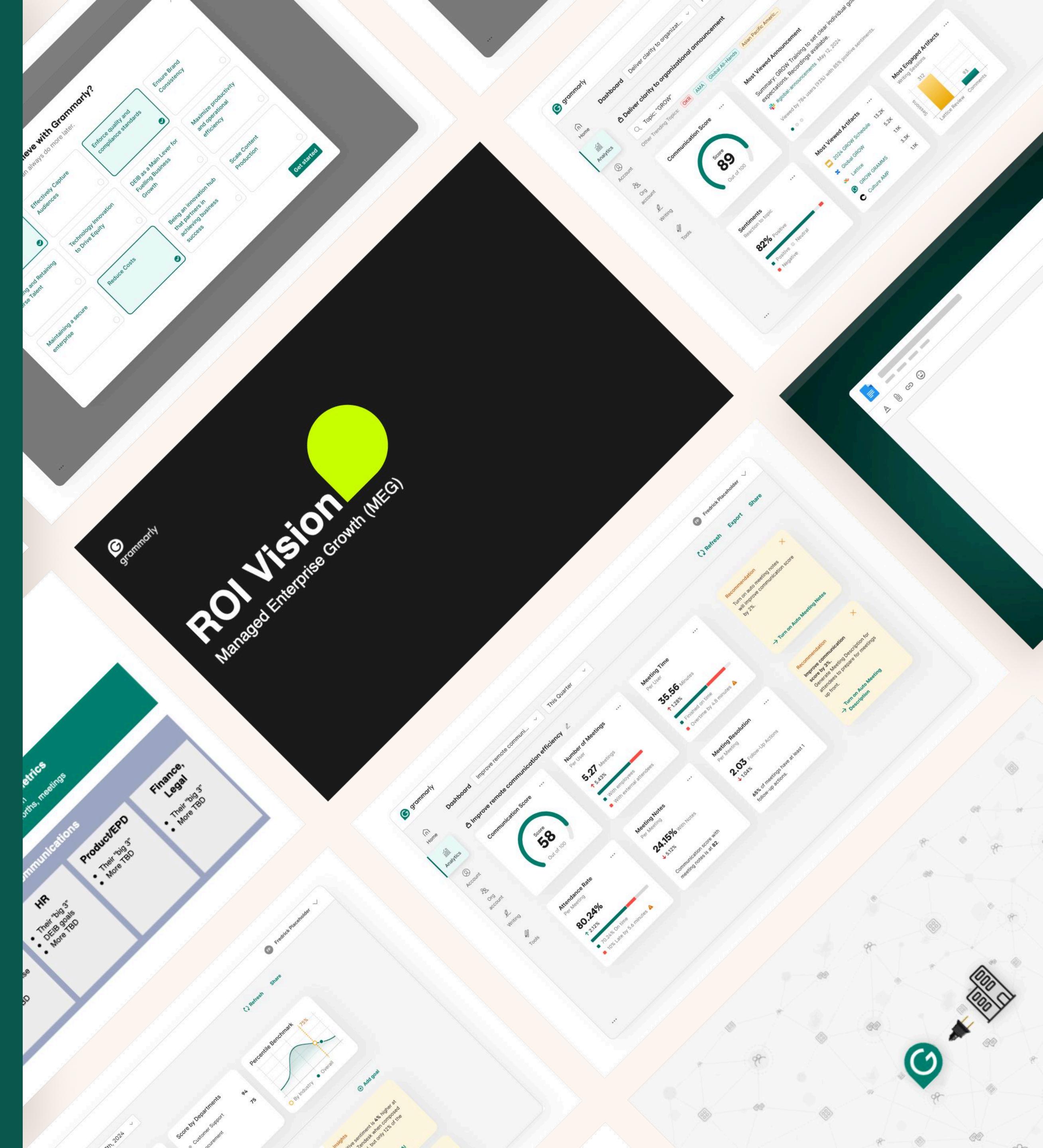
What does it mean to have writings improved?

How many users are engaging effectively?

Where is Grammarly used?

Vision

Empower organizations with actionable insights on effective communication



Deliver our vision incrementally

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

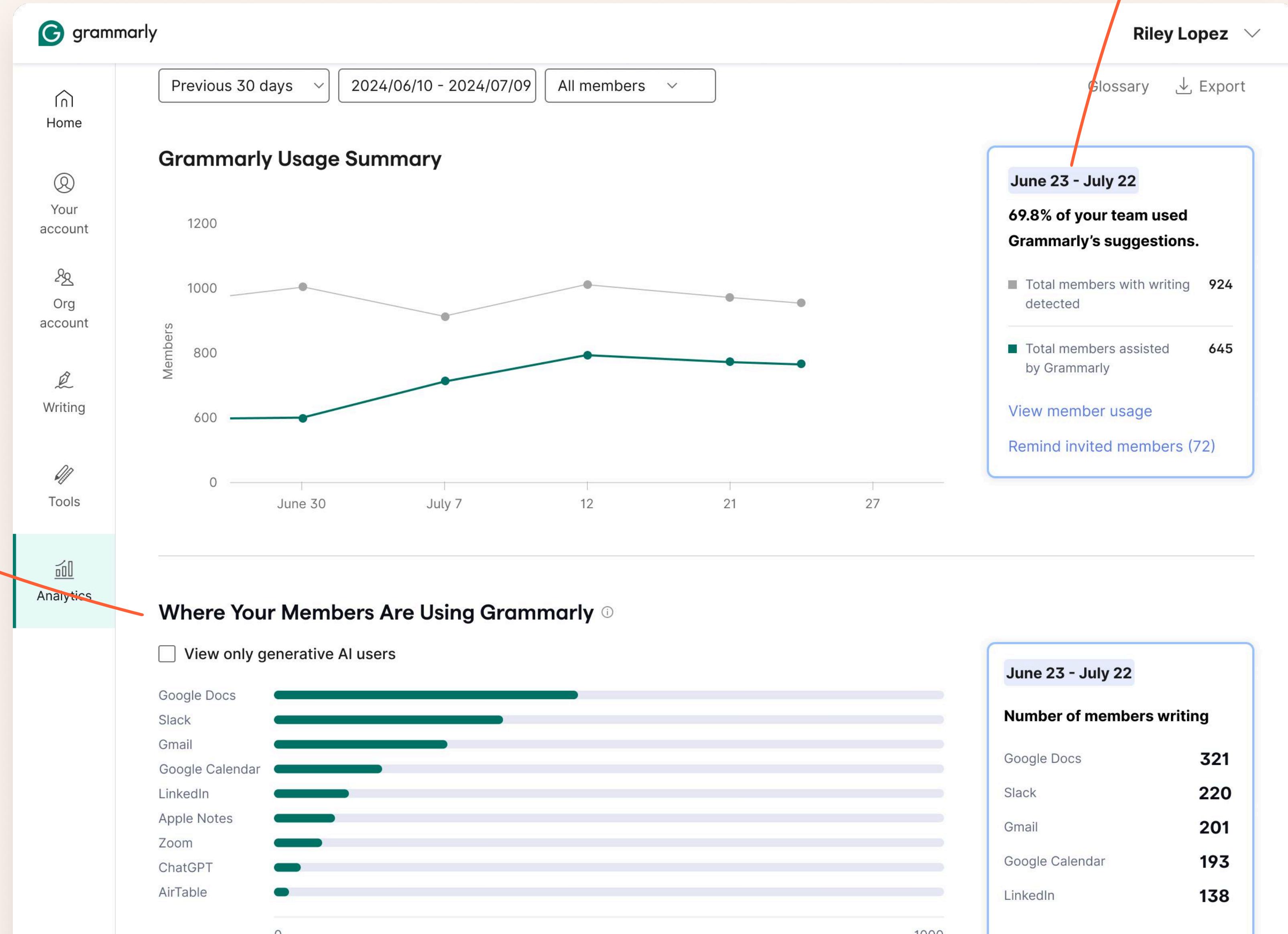
What we did

Enhancing usage insights

Provide more relevant data on Grammarly's usage pattern

Released

Shows where is Grammarly being used



Collaboration: Oversee progress from other designer to complete

Mid-term

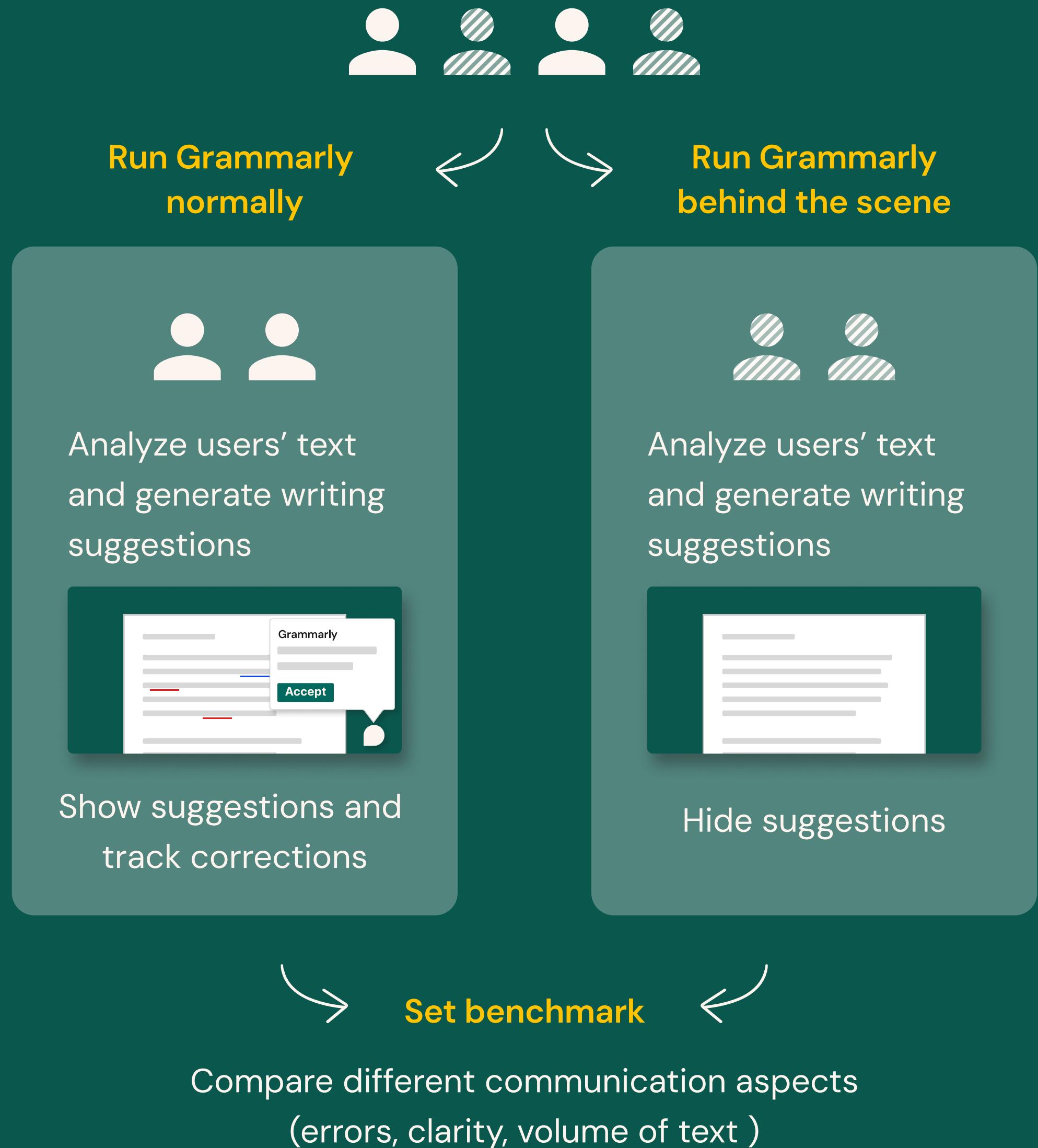
What we did

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

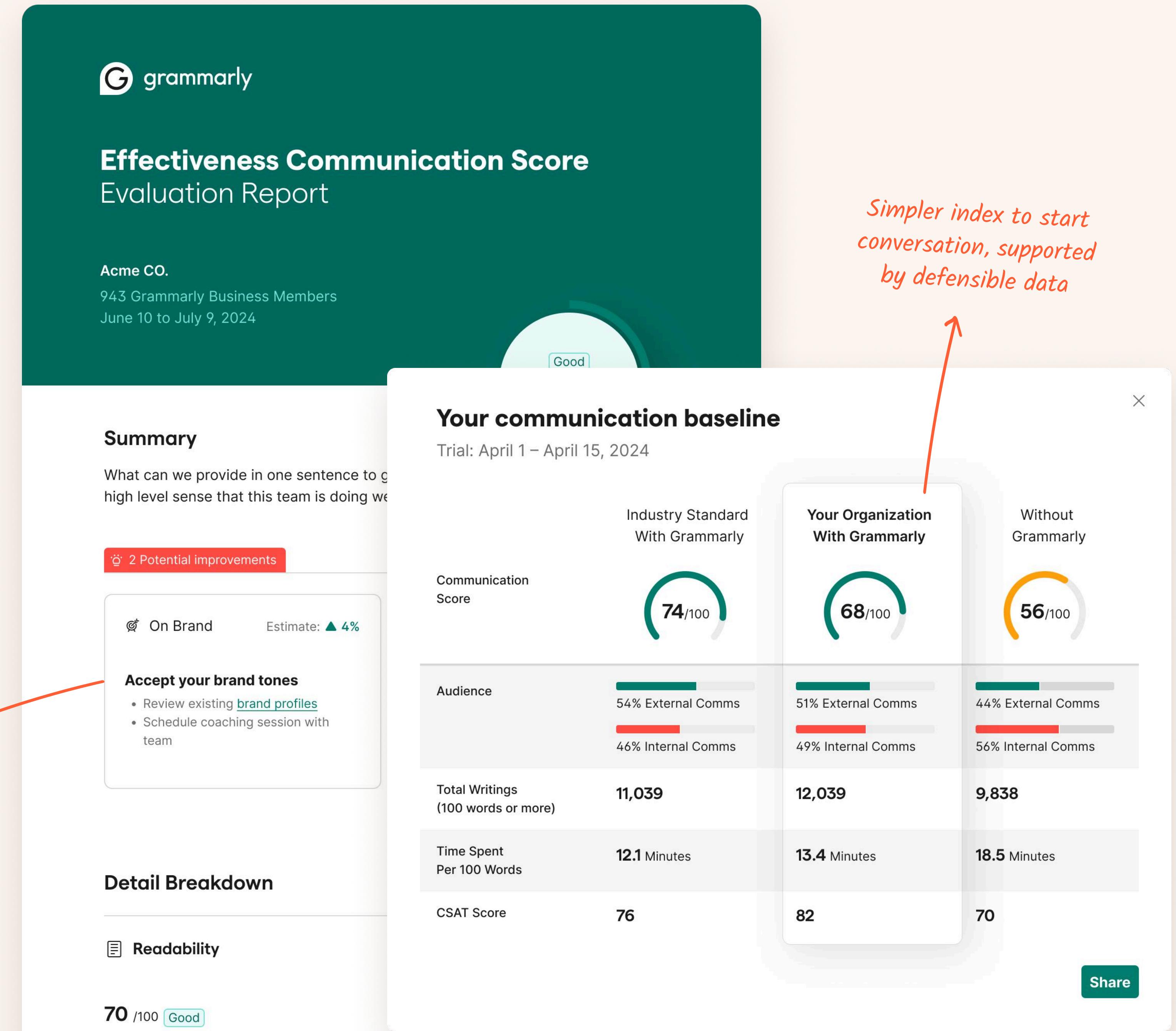
What we did

Evaluation report

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

Early access

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

Exploration

call to action on
how to improve
communication with
Grammarly

grammarly

Riley Lopez

Team overview

Previous 30 days | 2024/06/10 - 2024/07/09 | All members

Performance

Your team's communication health is strong overall!

Effective Communication Score: 68 (Good)

Score breakdown:

Metrics	Value
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](#)

View by: Groups (selected), Tasks, App

Overall Score: 68

Customer service

Human Resources

Showcase Grammarly's value

Future space for custom metrics

Acme Co communicates 20% better with Grammarly.

View report →

Without Grammarly: 56

With Grammarly: 68

Overall Score: 68

Insights

Monitoring Communication

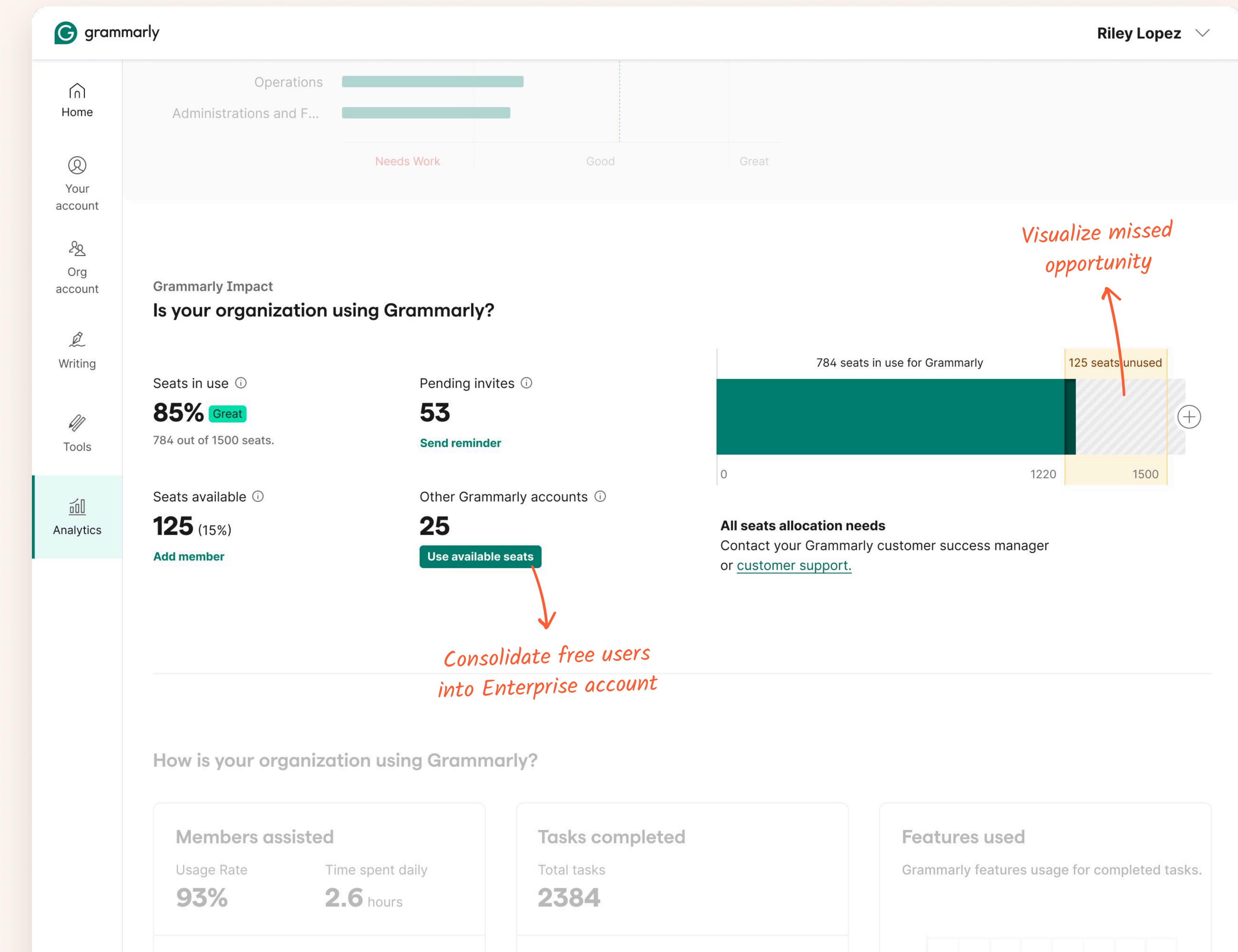
Long-term

What we did

Utilization awareness

Ensure 100% adoption on the seat purchased

Exploration



Early impact

10X

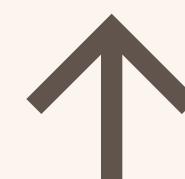
DailyPay

Increased their seat count during renewal talks from 40 to 100

5K+

United Wholesale Mortgage

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



Usage

Teleperformance Columbia

A low Effective Communication Score encouraged them to increase feature usage

Accomplished in 8 months

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Illustrate progress made on communication using Grammarly

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Long-term

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Exploration

Thanks

Happy to deep dive into my
case studies further

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