

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 volume 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% over three years.

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.

AI experiment

Product market fit

B2C focus

Reader

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 an email from Brooklyn Garcia. A green 'READER' overlay is displayed at the bottom of the message window. The overlay includes a 'SUMMARY' section with a pinned message and a 'FOLLOW-UPS' section with a summary of older messages.

Pinned: Save bullet points for later

Thread summary: Summarize older messages in the thread

Summary:
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.

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

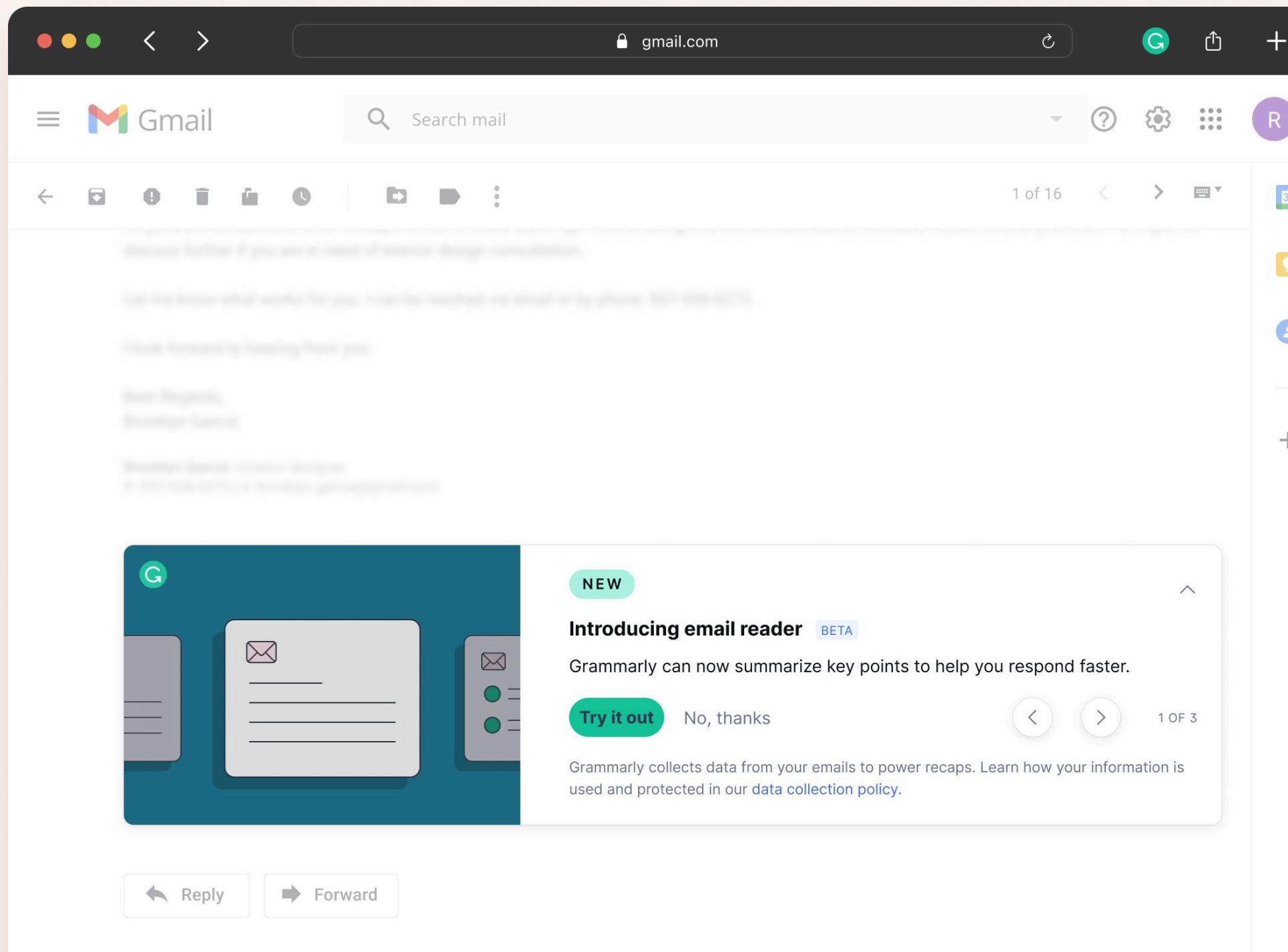
e.g., Dates, phone numbers

Trust concern on generated content

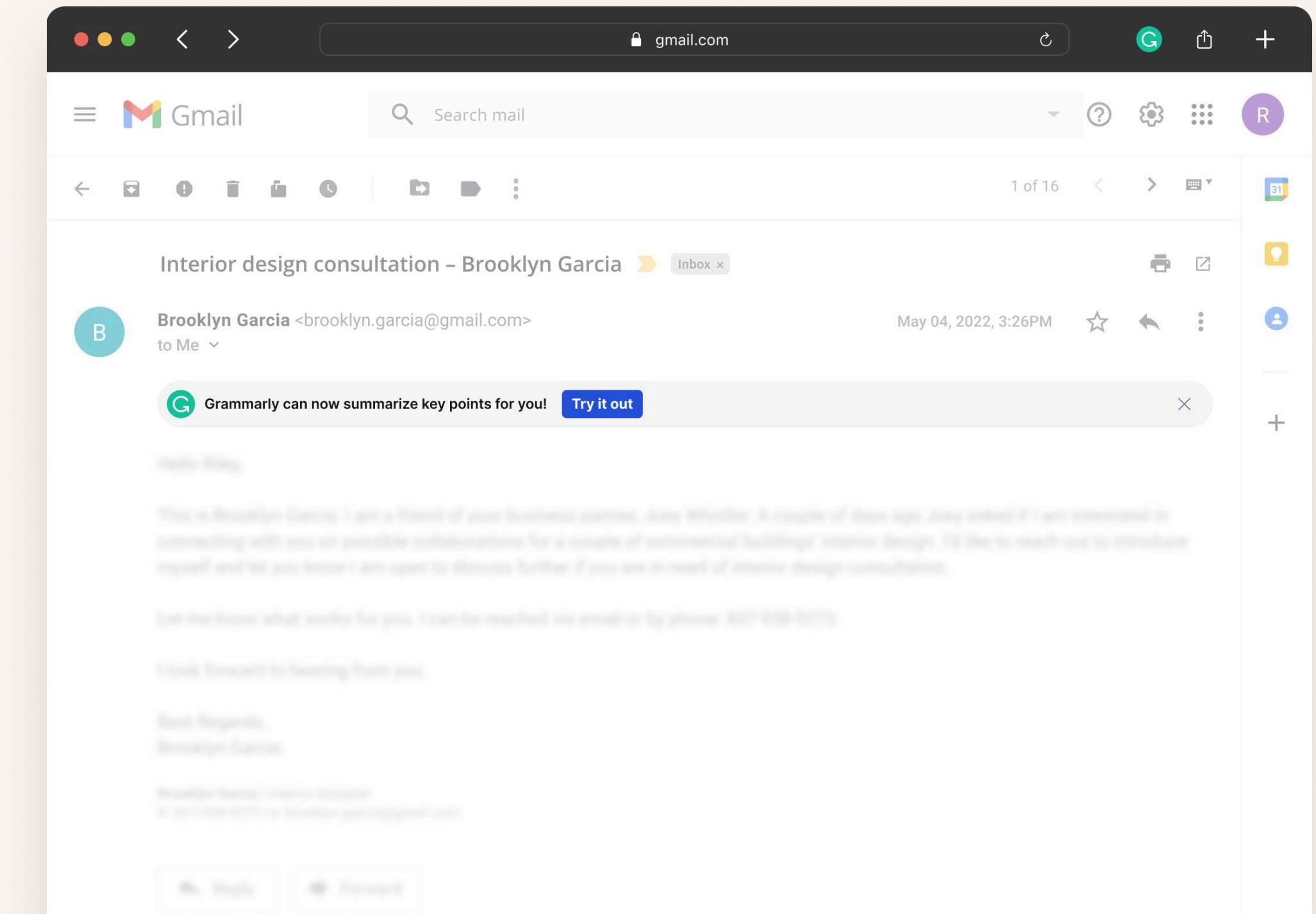
Improve adoption

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

Before



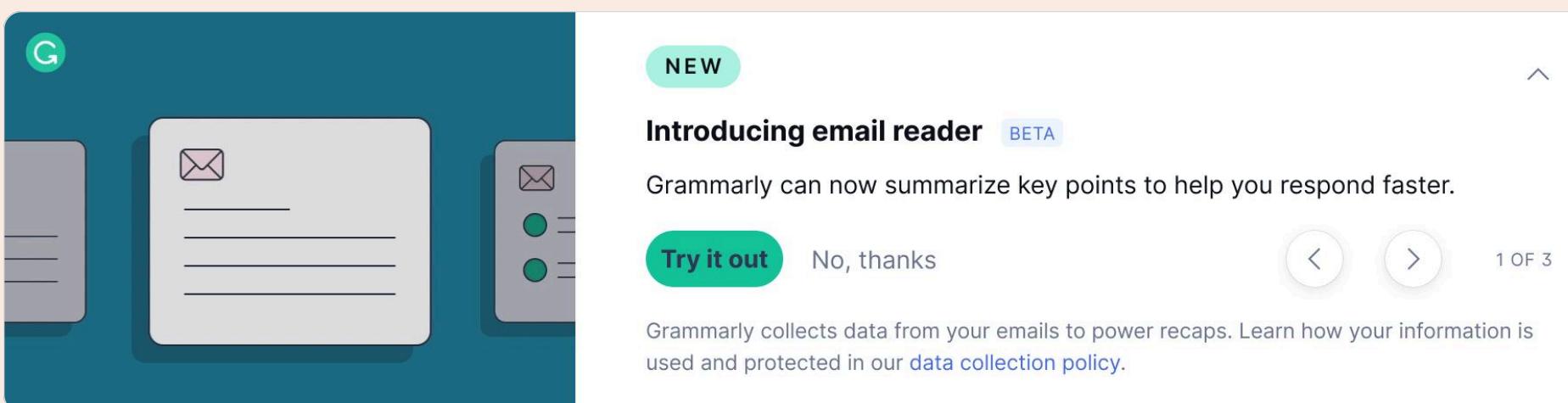
After



Build trust

Introduced a review step, allowing users to decide when to use Reader.

Before



Launch Reader

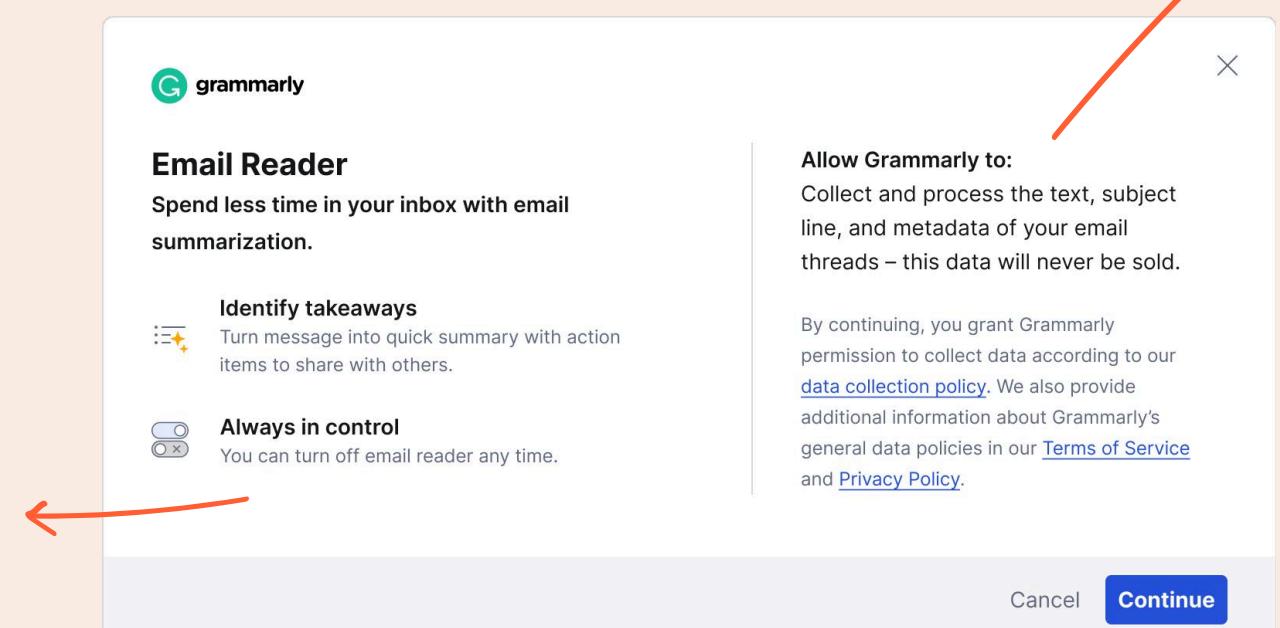


After

Grammarly can now summarize key points for you! [Try it out](#)



Show a review modal



Launch Reader

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

The screenshot shows the Gmail Reader interface. At the top, there are tabs for 'Messages' and 'Pinned'. Below the tabs, the message list starts with a pinned message from Brooklyn Garcia. A red arrow points to the 'Pinned' tab with the text 'Pinned: Save bullet points for later'. The main message content is summarized with bullet points. Another red arrow points to the message content with the text 'Thread summary: Summarize older messages in the thread'. The message content includes a summary and a follow-up section with a checkbox.

After

The screenshot shows the Gmail Reader interface after feature removal. The pinned message from Brooklyn Garcia is no longer present. A red text overlay at the top states 'Pinned and Thread summary removed'. The main message content is now displayed in its full, unsummarized form, including the original text and the follow-up section with the checkbox.

After

The screenshot shows a Gmail inbox with 16 messages. The current message is from Brooklyn Garcia, dated May 04, 2022, at 3:26PM. The subject is "Interior design consultation - Brooklyn Garcia". The message content is as follows:

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.

At the bottom of the message card, there are buttons for "Copy all" and "Reply". A hand cursor is hovering over the "Reply" button.

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.

Impact

Initial performance

3.2% Adoption rate within a day



Performance after iterations

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

12.4% Adoption rate overall

20.4% Adoption rate overall **+8.0**

~10 seconds Reading time



~10.1 seconds Reading time

No statistical difference

~96 seconds Writing time



~95 seconds Writing time

No statistical difference

0.2% Engagement rate

Emails with Reader interacted at least once



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%.

What's limiting the expansion rate for enterprise accounts?

Strategic planning

B2B focus

Vision work

Mentor designers

Challenges discovered

Internal tooling inefficiency

Streamline sales teams' process for expansion meetings

It takes 3 platforms to pull all the data with 2 sales engineers only

How to minimize the workload for sales and sales engineers?

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

Lack of insights to see value

Provide better data for and buyers to understand ROI

How do we guide our customers to communicate effectively?

How good or bad was the account before Grammarly?

Where is Grammarly being used?

How do we tell there is improvement with Grammarly?

How many users are engaging actively?

What does it mean to have writings improved?

High unused seats & features

Increase buyer awareness to drive early action

Many accounts only notice unused seats at renewal

Buyers lack awareness on how to use Grammarly

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

Focus on one

Internal tooling inefficiency

Streamline sales teams' process for expansion meetings

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

Why focus on delivering insights to see value?

We are uniquely positioned to track and analyze new usage data

New data can be leveraged by other departments to address their challenges

Vision

**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?

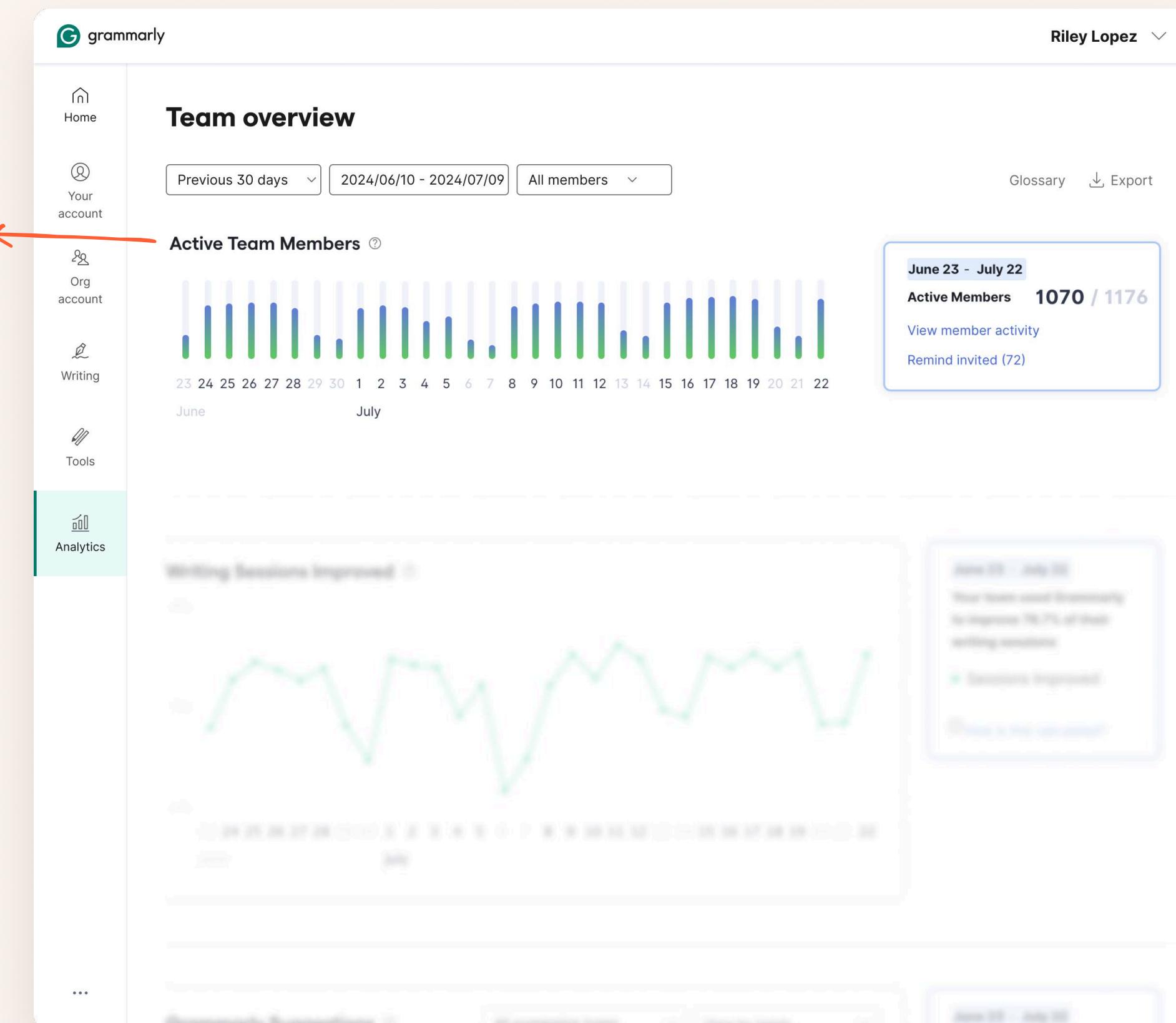
Long-term

Offer insights and recommendations beyond writing improvements

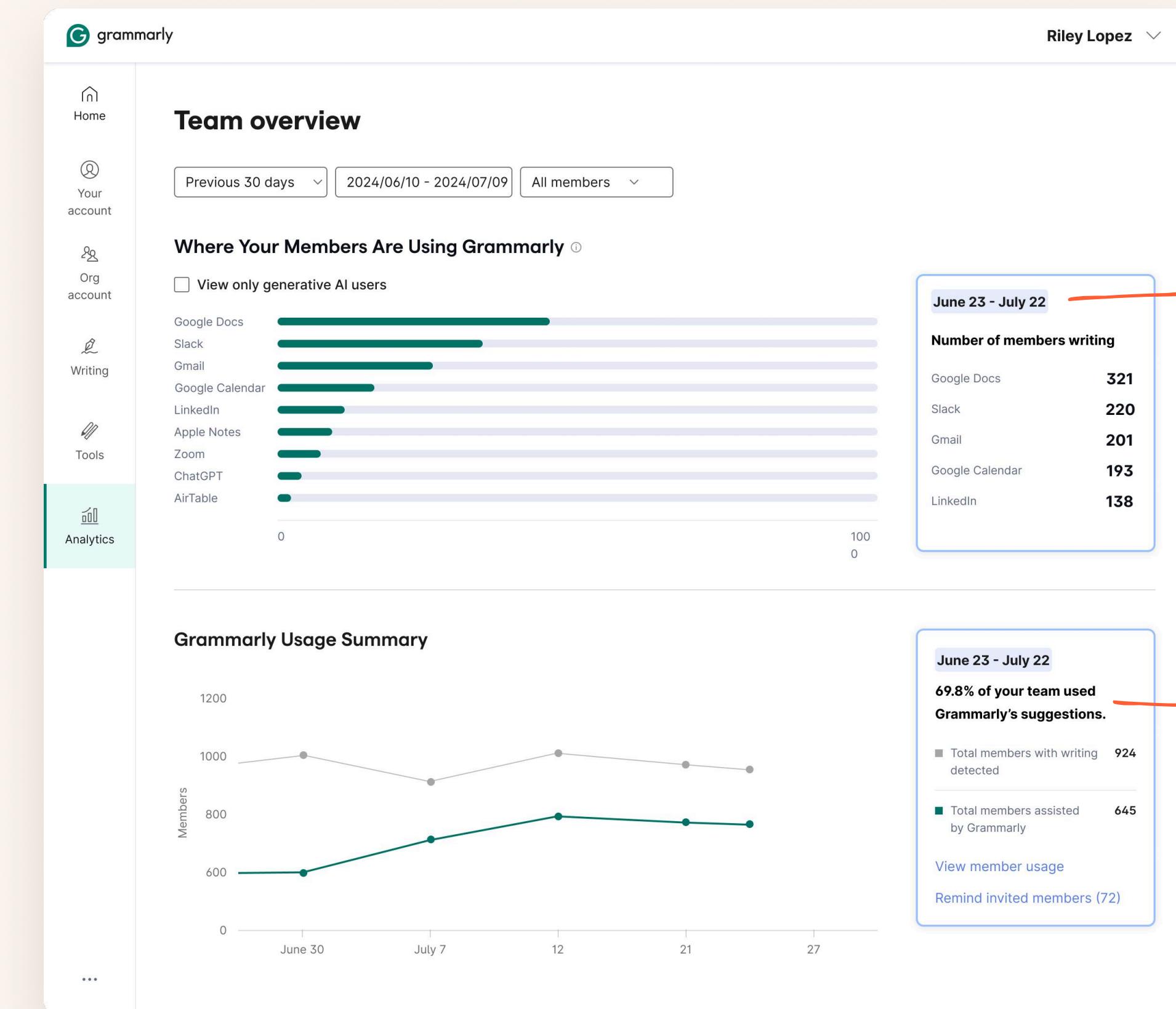
Short-term Released

Enhance usage insights

Before



After



Value benchmarking program

- Compare performance of Grammarly users with non-users within the same account
- Establish benchmark to reference progress moving forward
- Coordinate with buyer's team to review privacy and trust expectation

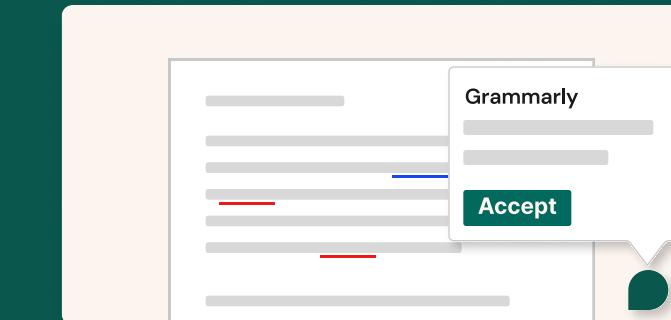
Benchmarking process

Grammarly go over program details with buyer's team

Select participants

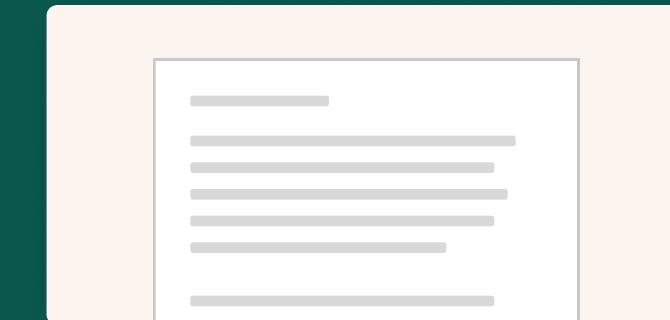


Run Grammarly normally



Show suggestions to users and track errors and corrections

Run Grammarly behind the scene



Hide suggestions to users and track errors

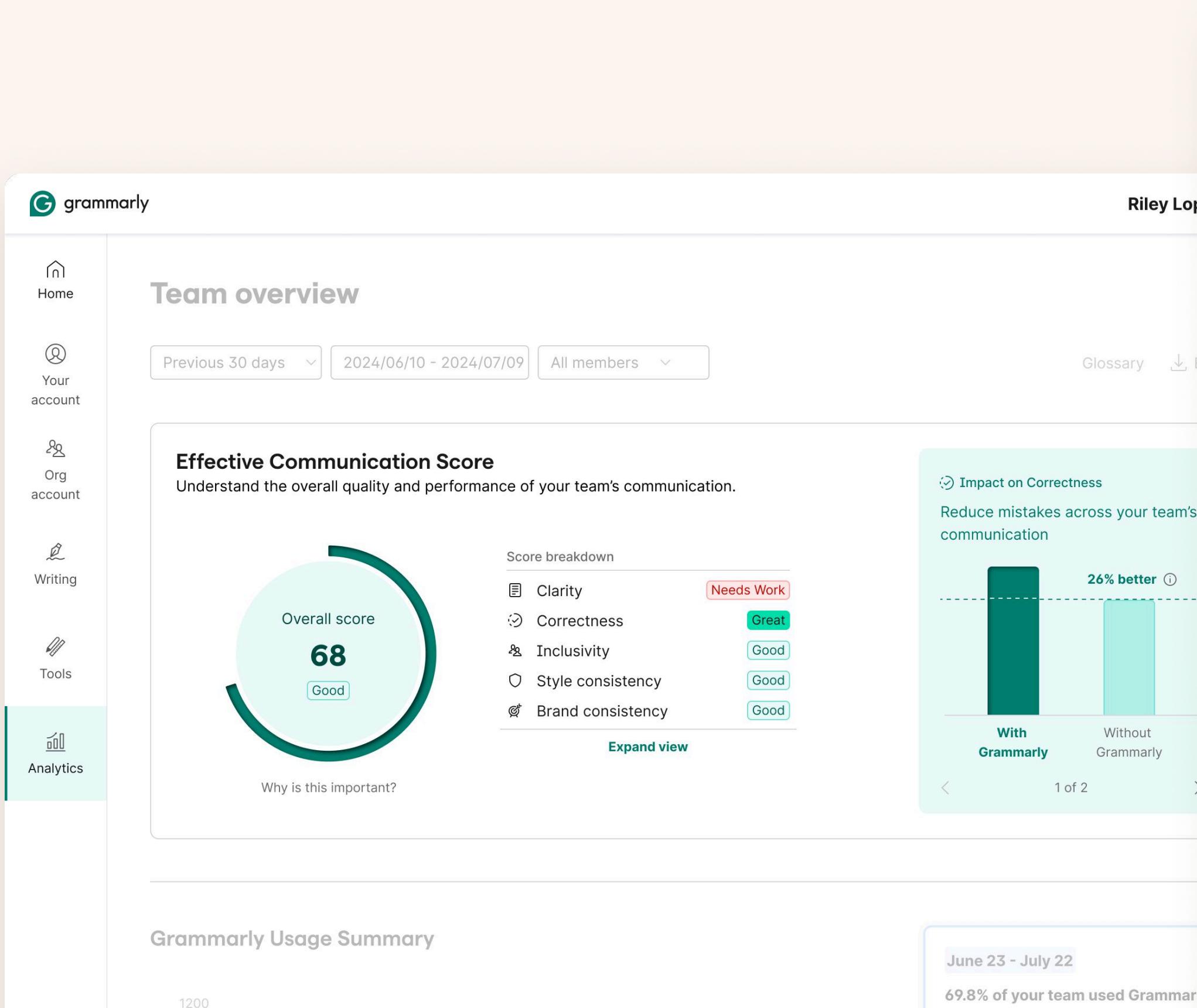
Set benchmark

Compare different communication aspects
(errors, clarity, volume of text)

Mid-term Early access

Evaluation report

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 Analytics interface. On the left, there's a sidebar with icons for Home, Your account, Org account, Writing, Tools, and Analytics (which is selected). The main area is titled 'Team overview' and shows an 'Effective Communication Score' of 68 (Good). It includes a circular progress bar, a 'Score breakdown' table, and a chart comparing 'With Grammarly' (26% better) to 'Without Grammarly'. At the bottom, it shows 'Grammarly Usage Summary' with a 98.8% usage rate.

Effectiveness Communication Score Evaluation Report

Acme CO.
943 Grammarly Business Members
June 10 to July 9, 2024

Summary
What can we provide in one sentence to give a high level sense that this team is doing well?

2 Potential improvements

On Brand Estimate: ▲ 4%

Accept your brand tones

- Review existing [brand profiles](#)
- Schedule coaching session with

Your communication baseline
Trial: April 1 – April 15, 2024

	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

Establish score to compare with industry standard

Early impact

10X

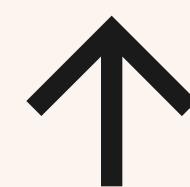
DailyPay

Increased their seat count during renewal talks from 40 to 100

5K+

United Wholesale Mortgage

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



Usage

Teleperformance Columbia

A low Effective Communication Score encouraged them to increase feature usage

More data, new platform

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

The screenshot displays three views of the Grammarly platform:

- Left View:** Shows the main navigation bar and various metrics such as 'Operations' (Needs Work), 'Grammarly Impact' (Is your organization using Grammarly?), 'Seats in use' (85% Great), and 'How is your organization using Grammarly?' sections.
- Middle View:** The 'Team overview' page. It features a large circular 'Performance' section with a score of 68 (Good). Below it, a chart titled 'What's being communicated?' shows the overall score across different communication types: Support tickets, Emails, Proposals, Budget sheets, Document comments, and Technical Writing. A callout box highlights that 'Acme Co communicates 20% better with Grammarly.' It also includes a 'Score breakdown' table and a 'Metrics' table.
- Right View:** Another view of the 'Team overview' page, showing a bar chart comparing communication health 'Without Grammarly' (score 56) and 'With Grammarly' (score 68).

Thanks

Happy to deep dive into my
case studies further

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