

CHRIS SUN

Product Designer

CONTACT

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PROFILE

Product Designer with 7+ years shipping data-driven experiences across fintech, healthtech, procurement, and real estate. Expert in end-to-end design: discovery, research, wireframing, prototyping, and delivery. Proven 0-to-1 track record building design systems and shipping features that move real metrics. Deep fluency in generative AI, A/B testing, and cross-functional collaboration.

EDUCATION

MA Economics

University of Waterloo
2013 - 2014

SKILLS

Design: UX/UI, Figma, Design Systems, Prototyping, Usability Testing, Adobe CC, v0

AI/ML: LLMs, RAG, NLP, Generative AI, Embeddings, Predictive Analytics

Product: Roadmapping, OKRs, Agile, GTM Strategy, A/B Testing, 0 to 1

Data: Python, SQL, PowerBI, Azure, ETL

Eng: React, Node.js, GraphQL, HTML/CSS

WORK EXPERIENCE

Product Designer

MyDoh | RBCx (Fintech) | Oct 2022 - Present

- Owned the end-to-end design of the savings experience: set the design strategy, led discovery and user research, and drove delivery from concept to launch. Resulted in \$1M+ in new deposits in 5 months and 50% uplift in Goal adoption.
- Defined interaction design principles and led iterative prototyping for Autoload and transfer flows. Partnered with engineering to ship high-fidelity production UI, driving a 165% jump in fiscal loads to \$33M.
- Led design and cross-functional coordination to ship Apple Pay and debit card support, adding \$200K/week in new transaction volume influencing both UX and GTM execution.
- Set design direction for the Ignite acquisition initiative and drove end-to-end execution. Shaped the creative strategy that turned a \$30K spend into \$300K in new loads, 10x return.
- Served as Design Lead for the Activation pod: defined the UX vision for onboarding, ID verification, and first-payment flows. Designed and shipped the Activation Widget, achieving 1.8x conversion uplift and a 20pp improvement in return rate.

Product Design Lead

Eqwitty (AI / Investment Platform) | Sep 2024 - Present

- Established design direction and systems architecture from 0 to 1: defined the design language, component library, and interaction patterns used across the full platform. Shipped auth, onboarding, dashboard, marketplace, and admin surfaces.
- Designed and iterated the AI layer UX RAG pipeline visualizations, investment proposal scorer, and term sheet analyzer translating complex ML outputs into clear, actionable interfaces for non-technical users.
- Ran design-led discovery: structured stakeholder interviews with VCs and founders to surface unmet needs, validate concepts, and sharpen the product vision. Live with WeRise Investments, 5 startups onboarded.

Product Manager, Data & AI

OMERS | May 2021 - Oct 2022

- Set UX strategy and led end-to-end design for a suite of internal AI dashboards and analytics tools establishing design standards, information architecture, and interaction patterns across the product portfolio.
- Designed and shipped an NLP-powered news prioritization tool for investment analysts, translating complex data pipelines into a clean, scannable interface that reduced research time and improved decision velocity.
- Co-led the launch of an internal AI learning academy, shaping the product experience and learning UX with Coursera, Microsoft, and the Vector Institute. Drove 20% org-wide completion in year one, saving \$200K.

Lead Data Scientist

Infrastructure Ontario | 2017 - 2021

- Built an optimization model to allocate \$200M+ in public funding across 4,000+ buildings using constraint-based ML.
- Built an NLP search tool for legal and procurement, cutting research time by 20%.
- Launched a blockchain-based disbursement platform projected to save \$2.5M.

EARLIER EXPERIENCE

Co-founder | Plexity Health | 2019-2021

Built a blockchain app for vaccine tracking and clinic bookings. Designed full product UX across web and mobile.

Visiting Scientist | Ryerson University | 2018-2020

Researched explainable AI and blockchain in healthcare. Built EMR data pipelines and ML experiments.

Business Intelligence Lead | Newtopia | 2016-2017

Built executive dashboards and data pipelines to track growth at a digital health startup.

Data Analyst | LexisNexis Legal | 2015-2016

Built customer segmentation models and BI dashboards.