Marissa Chaplinsky

Seattle, United States

Profile

Staff Product Designer with experience leading end-to-end UX design across B2C, B2B, and SaaS products. Expertise in user research, usability testing, wireframes, prototypes, interaction design, and design systems. Proven experience designing AI-powered features including workflow automation, intelligent recommendations, and conversational virtual assistants. Strong cross-functional collaborator partnering with product managers, engineers, and stakeholders to translate business and technical requirements into scalable, production-ready solutions. Demonstrated ability to reduce support overhead, improve operational efficiency, increase task success, and drive measurable business impact through data-informed, user-centered design.

Portfolio Link

https://www.marissachaplinsky.com

Professional Experience

Staff Product Designer, TreeRing, Menlo Park, CA

Jan 2025 — Present

- Led design of TreeRing's first AI powered feature for automated photo selection and layout generation, reducing manual page building time by an estimated 40–60% and lowering user error rates through structured decision logic and layout constraints.
- Defined AI interaction rules, fallback states, and API level UX requirements in close partnership with engineering, preventing edge case failures and reducing downstream rework and QA cycles during implementation.'
- Conducted mixed methods UX research and support data synthesis to identify high cost friction points, improving first time task success and contributing to measurable reductions in customer support volume across core creation workflows.
- Created and owned an AI opportunity matrix to prioritize high impact use cases, directly influencing roadmap decisions tied to operational efficiency, retention, and future marketplace revenue growth.
- Collaborated cross functionally with product managers, engineers, and stakeholders to align AI behavior, UX intent, and technical feasibility, accelerating the delivery of AI features from concept to production.
- Designed a customer facing AI virtual assistant for a large scale B2C platform, reducing reliance on manual support by an estimated 25–35% by deflecting repetitive, high volume inquiries through intelligent routing and guided assistance.
- Improved support efficiency by streamlining access to help content and workflows through conversational design, reducing time to resolution by 20–30% and lowering escalation rates to human agents.
- Enabled scalable support operations without proportional headcount growth by defining clear AI guardrails, escalation thresholds, and human handoff patterns that maintained trust while improving operational efficiency.

Senior UX Designer , Number 41 Media, Vancouver, BC

Jan 2020 — Aug 2024

- Led end-to-end UX design for complex CRM-driven and content-heavy platforms, delivering wireframes and interactive prototypes that reduced design and revision cycles by ~20–25% and accelerated stakeholder sign-off across multiple client teams.
- Conducted in-depth UX audits including accessibility compliance, segmentation analysis, heuristic evaluations, and competitive benchmarking, directly informing redesign strategies that improved task success rates by 15–25% across key user flows.
- Re-architected information structures and navigation systems for large-scale digital platforms, improving findability and reducing user friction, contributing to faster onboarding completion and lower abandonment rates.
- Optimized responsive experiences across desktop, tablet, and mobile, increasing mobile session duration by 20%+ and improving overall engagement and retention for both new and returning users.
- Planned and facilitated usability testing, discovery research, and user interviews, translating qualitative and quantitative insights into actionable design decisions that reduced rework and improved product clarity.
- Partnered closely with product managers, engineers, and stakeholders to define business and technical requirements, improving delivery efficiency and ensuring scalable, maintainable design solutions.
- Supported multiple concurrent projects for enterprise and public-sector clients, consistently meeting delivery timelines while maintaining design quality, accessibility standards, and cross-platform consistency.
- Served as an accessibility designer within government and public-sector environments where accessibility was a baseline requirement, advising teams on WCAG compliance, inclusive interaction patterns, motion guidelines, and accessible typography to ensure consistent, compliant experiences across web and mobile platforms.

UX Design Intern, IBM, San Francisco, CA

Jan 2016 — Aug 2016

Areas of Expertise

AI-Enhanced Dashboards & Analytics Tools	Predictive & Automated Workflows	Operational & Fulfillment Systems	Case Management Platforms
AI-Assisted Editors or Creation Tools	Human-AI Interaction Design	Conversational Interfaces & AI Assistants	Intelligent Onboarding & Personalization Systems
Service Design for Hybrid AI/Human Systems			

Links

My Portfolio

Technical Proficiencies

Product Design & Strategy

End-to-End Product Design, UX Design, Product Strategy, CRM & Front-Office Systems, Omnichannel Experience Design, Onboarding & First-Time Setup Flows, Interaction Design, Visual Design, Design Systems, Information Architecture, Accessibility & Usability Testing. Figma (Wireframes, Prototypes, Design Systems), Confluence, Jira, Mural, FigJam, Google Analytics, Amplitude, Mixpanel.

Research & Data

User Research, Usability Testing, Discovery Interviews, Qualitative & Quantitative Analysis, Heuristic Evaluation, UX Audits, Segmentation & Targeting, NPS & Support Data Synthesis, Opportunity Matrices, Root Cause Analysis, Data-Driven Design Decisions.

Business, Collaboration & Leadership

Monetization Strategy, In-Product Discovery, Conversion Optimization, Retention Strategy, Cost Reduction through Automation, Marketplace & E-Commerce UX, Customer Journey Mapping, Growth Strategy, Operational Efficiency. Cross-Functional Collaboration (Product, Engineering, Research

Content, Sales, Support), Remote Collaboration, Stakeholder Alignment, Design Critiques, Design-Led Workshops, Roadmap Influence, Mentorship, Strategic Communication.

AI Integration

AI/ML Product Design, AI-Driven Experience Design, Conversational AI, Human-AI Handoff, Workflow Automation, Predictive Guidance, Smart Layout Generation, Guardrails & Fallbacks, Data-Informed AI Strategy.

AI Assistance

FigmaMake, Figma AI and Uizard, DALL·E and Midjourney, Notion AI UXPressia, Miro, FigJam, Eraser, QoQo.ai, Gemini and UX Pilot.