Marissa Chaplinsky

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Profile

Senior Product Designer with 8+ years of experience designing end-to-end customer-facing and operational workflows across B2C, B2B, and SaaS platforms. Strong background in human-centered design, training and support experiences, and dual-audience systems that balance user needs with business and operational constraints. Proven partner to Product, Engineering, and UX Research, grounding design decisions in data, usability testing, and customer experience metricsto drive adoption, engagement, and retention.

Portfolio Link

https://www.marissachaplinsky.com

Professional Experience

Staff Product Designer, TreeRing, Menlo Park, CA

Jan 2025 — Present

-Led design for training, onboarding, and guided assistance experiences that helped users understand complex workflows, improve confidence, and complete tasks successfully with less reliance on manual support.

-Designed dual-audience workflows supporting both customers and internal teams, ensuring training and support experiences balanced usability, operational constraints, and long-term scalability.

-Partnered with UX Research to plan and execute usability testing across training and support flows, using qualitative insights and customer experience metrics to iterate on designs.

-Monitored customer experience metrics such as task success, support deflection, and time to resolution to evaluate training effectiveness and inform continuous product improvements.

-Facilitated cross-functional discovery and design workshops with product, engineering, and research partners to align on training goals, user needs, constraints, and success criteria.

-Advocated for a human-centered design approach by incorporating empathy, behavioral insights, and iterative testing into AI-assisted training and support experiences.

-Collaborated with engineering to translate training and support requirements into scalable, production-ready designs that supported both customer learning and internal operation

-Improved user retention and engagement by reinforcing training and onboarding flows that reduced early drop-off and increased successful task completion

Senior UX Designer , Number 41 Media, Vancouver, BC

Jan 2020 — Aug 2024

-Led UX design for training, onboarding, and educational experiences, improving comprehension, confidence, and task completion across complex digital platforms.Led end-to-end UX and product design for complex, CRM-driven and content-heavy platforms, owning design from discovery through delivery across web and mobile experiences.

-Delivered wireframes, interaction flows, and high-fidelity prototypes that reduced design and revision cycles by 20–25 percent and accelerated stakeholder and client alignment.

-Partnered closely with product managers, engineers, and client stakeholders to translate business goals, technical constraints, and research insights into clear, scalable product experiences.

-Conducted in-depth UX audits including accessibility compliance, heuristic evaluations, segmentation analysis, and competitive benchmarking, informing redesign strategies that improved task success rates by 15–25 percent across key user journeys.

-Re-architected information architecture and navigation systems for large-scale platforms, improving findability, reducing user friction, and supporting faster onboarding with lower abandonment.

-Designed responsive experiences across desktop, tablet, and mobile, increasing mobile session duration by 20 percent or more while improving engagement and retention.

-Planned and facilitated discovery research, usability testing, and user interviews, translating qualitative and quantitative insights into confident design decisions in ambiguous problem spaces.

-Served as an accessibility design lead for government and public-sector projects where WCAG compliance was a baseline requirement, advising teams on inclusive interaction patterns, motion guidelines, and accessible typography.

-Led design critiques and workshops, mentoring designers and helping teams align on experience principles, quality standards, and design rationale.

-Contributed to scalable design systems and reusable components supporting consistent training and support experiences across platforms

UX Design Intern, IBM, San Francisco, CA

Jan 2016 — Aug 2016

-Supported enterprise UX initiatives through wireframing, usability testing, and interaction design, collaborating with multidisciplinary teams on large-scale digital products.

Skills Summary

Training and onboarding experiences, dual-audience workflows, customer education, usability testing throughout the product lifecycle, human-centered design, customer experience metrics, cross-functional workshop facilitation.

Technical Proficiencies

Product Design & Craft

End-to-end product design, mobile and responsive design, interaction design, visual design systems, design systems strategy, information architecture, accessibility-first design, usability testing, polished UI delivery.

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

Client-facing design leadership, cross-functional collaboration, stakeholder alignment, design storytelling, workshop facilitation, roadmap influence, mentorship, remote collaboration, design critiques.

AI Integration

AI and ML product design, conversational AI, human-AI interaction, workflow automation, predictive guidance, intelligent layout generation, AI guardrails and fallback systems, data-informed AI strategy. FigmaMake, Figma AI and Uizard, DALL·E and Midjourney, Notion AI UXPressia, Miro, FigJam, Eraser, QoQo.ai, Gemini and UX Pilot.