

Amy Chiu

Email:
amyochiu@gmail.com

Portfolio website:
www.amychiu.ca

Summary

Product Designer with 8+ years of design experience. I have experience leading end-to-end design projects across B2B SaaS, AI, and consumer products.

I drive discovery, define user flows, and ship high-fidelity interfaces that solve real problems. I collaborate cross-functionally with PMs, engineers, other stakeholders, and I've shipped products and features from zero to launch at both startups and larger organizations.

Work experience

Cartage AI
Founding designer
Nov 2024 - Apr 2025

Led design and scoping of key product features: sole designer that partnered closely with the team to scope and design key product features across multiple projects such as Tracking Page, Wilson Blueprint, UI Overhaul Extravaganza, Mobile Responsiveness, and Control Tower.

Managed the design operations and provided design expertise: created the design system and developed user testing documents (e.g. discussion guides, feedback documents, and guidelines) while providing general design guidance to the team.

Marketing and communication design support: as well as product design work, I designed and created visual assets and GIFs for LinkedIn marketing campaigns and landing pages.

Mozilla
Staff Product Designer
Oct 2022 - Nov 2024

Design and launched experimental products with cross-functional teams: partnered with product managers, ux researchers, developers and marketers where I led various activities such as: plan and run co-designing workshops, plan and conduct user research interviews, create component libraries to give shape to emerging concepts, and provided on-going design support for launched experiments. Projects include: Grac3land, Didthis, Prompt De Resistance.

Supported the team with design expertise and mentorship: provided design guidance to the Innovation Studio team, mentored other designers and presented design topics to the team.

Rose Rocket
Senior Product Designer
Feb 2021 - Sept 2022

Led design efforts for multiple features: collaborated closely with executive team members, product managers, engineers, cx and marketing team members and other key stakeholders to design new features and improve existing ones. Some projects include: E-Tracking, Network Inbox, Rose Rocket Directory.

Implemented a figma workflow and team rituals for the design team: created a standardized process to ensure consistent file setup and design documentation across the team, and streamlined the handoff process between design and development. Established team rituals to boost collaboration and growth and mentored junior designers on the team.

Deloitte
Design consultant
Jun 2016 - Feb 2021

Led the design stream for concept development projects: worked together with business leads, research leads and our clients to design early stage prototypes and concepts, and design artifacts and presentation decks

Supported workshop and user research planning: collaborated with ux researchers to plan various workshops and help create research protocols, recruit participants, conduct interviews and analyze and synthesize research findings

Education

York University / Sheridan College
Program in Design
2012 - 2016

Honours Bachelor of Design