

# Steven Chu

Staff Product Designer

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Staff-level IC with 10+ years designing products and systems across creative tools, learning, and enterprise software. I combine systems rigor, visual craft, front-end fluency, and a teacher's perspective to shape accessible products that help people create, build skills, and access valuable services.

## EXPERIENCE

### Independent Product Designer

Feb 2023 – Current

**Steven Chu Studio** • New York

- Built and launched a computer-vision product in three weeks using AI-assisted development workflows, helping movement teachers turn student videos into clear visual coaching feedback.
- Designed and implemented modular UI and email systems for the United Nations and a global venture capital firm.

### Product Designer (Contract)

Nov 2025 – May 2026

**Huge Inc** • New York

- Architected institution-level theming for a shared banking platform serving 1,300 banks and credit unions and 30 million users, enabling institution-branded interfaces from one shared product foundation.
- Designed conditional color-routing rules that converted institutional palettes into accessible semantic roles, enabling one-click branding without conflicts between brand and functional colors.
- Proved the model through working theming prototypes, partnering with client UX and engineering teams to align token architecture with existing platform logic and reduce migration risk.

### Product Design Lead • Site Experience & Design Systems (IC, Level 4)

Jan 2024 – May 2025

**Bose** • New York

- Owned and modernized Bose.com's design system—re-architecting Figma libraries into tokenized foundation, component, and pattern tiers while scaling adoption across 14+ design, content, and engineering teams.
- Led Bose.com's responsive and accessibility transformation, partnering with engineering on programmatic color contrast and screen-reader support; cut production code override requests from 90 visual-defect patches to 5 feature-delivery requests in three months.
- Led multi-phase research and testing for Bose.com's PLP and product tiles, translating scroll-depth, pogo-sticking, and time-to-purchase signals into a clearer comparison and decision-support strategy.

## SKILLS

### Product & Systems

Product strategy  
Platform & systems thinking  
0-to-1 product development  
Cross-functional leadership

### Experience Design

Complex workflows  
Information architecture  
User research & validation  
Interaction & visual design  
Responsive design

### Design Systems

Token & theming architecture  
Component architecture  
Accessibility (WCAG)  
Documentation & governance

## TECHNICAL FLUENCY

### Design & Collaboration

Figma • FigJam  
Zeroheight • GitHub

### Front-End & Prototyping

HTML • CSS • JavaScript  
AI-assisted prototyping & development

### Content Platforms

Contentful • Contentstack

## Design Lead, Design Systems & Marketing

Dec 2018 – Feb 2023

### Motif Photos • New York

*Global photo-printing service created by R.R. Donnelley (Fortune 500), available in 32 countries on iOS and Mac.*

- Led Motif's digital transformation by replacing one-off page builds with a shared component system across marketing and engineering—cutting page-production time from 5.5 weeks to three hours and eliminating an estimated \$200K in annual cross-team rework.
- Drove a 12% lift in homepage click-through rate to the App Store through A/B and multivariate testing of content flows and messaging.

## UX Engineer

Dec 2017 – Apr 2018

### UNIQLO USA • New York

- Built a production automation tool to convert static email designs into ready-to-ship HTML, accelerating publishing across 21 journeys and eliminating manual bottlenecks.
- Trained team and rolled out new workflow within 2 weeks, enabling adoption under \$0 budget constraints and shifting focus to personalized journey development.

## UX Strategy Consultant

2015

### Marie Forleo • New York

- Led UX strategy for Marie Forleo's digital learning platform, shaping information architecture, user flows, and content discovery for programs serving 60K+ women across 195 countries.

## Founder

2013 – 2015

### InstaTechie • New York

- Founded a tech dispatch service bridging communication gaps between creatives and IT professionals—serving clients like Sundance and BlackRock with jargon-free, on-demand tech support.

## COMMUNITY LEADERSHIP

## Series Creator & Executive Producer

2025–Present

### Out in Tech • Leadership Team • New York

- Created *Queer Tech Stories Across Generations*, an intergenerational LGBTQ+ storytelling series produced by Out in Tech × The Generations Project; executive produced its first two showcases at PayPal and Spotify, featuring 11 storytellers and nearly 200 attendees.

## EDUCATION

### B.A. Psychology,

*Perception & Cognition*

University of California

Berkeley, CA

### B.S. Business

**Administration,**

*Organizational Behavior*

Haas School of Business

Berkeley, CA

## CREDENTIALS

### AI Certification, BrainStation

July 2026

### Fellow, Ethical Tech Project

Fall 2025 · Responsible innovation in AI and digital systems.

Owner of an NYC-certified M/WBE

Contentful Certified

Shopify Expert Accelerator

## LANGUAGES

Conversational Cantonese

Conversational Spanish