Chris Lam

Seattle, WA · whoischrislam@gmail.com · madebychrislam.com · linkedin.com/in/whoischrislam · github.com/whoischrislam

Product designer, 14 years shipping healthcare, marketplace, education, and consumer software. I own the work from research through interaction design to design systems, and I ship production code (React, TypeScript), so design intent survives to what users actually touch. Results: GoodRx coupon conversion from 2% to 5%, TaskRabbit NPS from about -5 to the mid-50s, and a Clover Health nurse app I designed and shipped, which nurses said gave them back 1-2 hours of chart prep a day. Seeking product design, design-engineering, and product management roles on AI-native teams.

Skills

PRODUCT & DESIGN

Product design (0 to 1)
Founding designer
Interaction design
Design systems
Design tokens
UX research
Prototyping
WCAG accessibility
Product strategy
Elder-care UX
Healthcare / HIPAA-aware
Figma
Storybook & Chromatic

PRODUCTION ENGINEERING

React
TypeScript
Next.js
HTML/CSS
Cloudflare Workers
CI/CD
Real-time systems
Vanilla JS

AI-NATIVE SYSTEMS

Agent UX
LLM orchestration
Evals & evaluation UX
Deterministic safety
Prompt engineering & system design
Human-AI oversight
Voice AI
Claude Code
Multi-agent orchestration

Education

MS, Human-Centered Design & Engineering
University of Washington · 2012

BS, Informatics, Human-Computer Interaction
University of Washington · 2010

Experience

y30 Remote
Co-Founder & Product Design Engineer Mar 2026 – Jul 2026
Co-founder through Jul 2026; advising since. Voice AI for older adults and their care teams.

- Built an FSM safety engine where crisis paths are deterministic code, not prompt instructions, a hard state the model cannot override.
- Architected a streaming speech-to-text to LLM to text-to-speech pipeline (multi-provider, deep fallback) fronted by a deterministic state machine.
- Scoped the language model to phrasing and warmth while conversation flow runs as a deterministic state machine; about half of routing decisions resolve with no model call.
- Built a layered quality loop: manual QA scripts, automated and adversarial checks, and live safety smoke tests. Confirmed failures became regression tests after human review.
- Designed elder-first voice UX across browser voice, a tested phone path, and visual games, all around one agent.
- Tested with 11 people outside the founding team, including 4 elder-care professionals: a facility owner-operator, 2 geriatric physicians, and a senior-rehabilitation specialist.

PlaySesh Remote
Co-Founder & CEO Jan 2024 – Mar 2026
Collaborative game development tools for indie developers, built inside Discord. Started while finishing at Modus Create.

- Started 0 to 1 solo, then recruited a co-founder and founding engineer; remained CEO, setting company and product direction, owning product and design, and contributing hands-on testing and implementation.
- Shipped Whiteboard by PlaySesh inside Discord with TLDraw, Cloudflare Durable Objects, and R2; active development paused in March 2026 and the Discord product remains live.
- Grew organically to over 7,100 authorized Discord accounts, 174 server installs, and 89 individual-user installs; peaked at 1,035 monthly active users (January 2026). Discord counts are approximate, as of October 15, 2026.

Modus Create Remote
Software Engineer Jun 2023 – Feb 2024
Designed and implemented cross-app dark mode and visual consistency for Jira and Confluence Cloud products serving a 500K+ installed/reachable user base. Shipped through PR review, automated tests, visual QA, and the team's existing CI/CD; authored README and setup documentation.

StartPlaying Remote
Founding Product Designer Jul 2022 – Jan 2023
First designer at a YC W20, a16z-backed seed-stage TTRPG marketplace. Shipped Stripe-based marketplace money flows, refunds, and player-debt reconciliation, enabling correct and timely GM payouts and traceable accounting. Completed a GM onboarding redesign that was not launched.

doc.ai (acquired by Sharecare) Remote
Lead Product Designer Feb 2021 – Oct 2021
A rescue hire at doc.ai as it prepared for its acquisition by Sharecare. Became sole design owner for Omix, consolidating fragmented clinical-study workflows into a working engineering build validated with researchers; canceled before public launch after the acquisition.

Pathstream San Francisco, CA

Senior Product Design Manager Jun 2019 – Nov 2020

Operated as lead designer. First design hire at a career-development and LMS platform.

- Redesigned the core lesson experience on a live platform, mid-cohort, without forcing a rewrite of 60-80 hours of existing course content.
- Designed the platform's shared interface system with engineer Matthew Smith, who implemented it in React with Storybook and Chromatic on top of Ant Design.
- Ran the research that set the direction: a 26-screen product audit in week 3, 3 rounds of usability testing, 5 course-author co-design sessions, and instructor interviews.
- Audited the interface library and found the drift: 16 colors where 4 grays were all labeled Text, 2 different values both called Primary Button, body copy at 4 sizes, and a 10.3px type size shipping to adult learners.

Iodine (acquired by GoodRx) San Francisco, CA

Lead Product Designer Apr 2017 – Oct 2018

First full-time designer, on GoodRx's special research and experimentation team. Title was self-assigned. A contractor preceded me and never converted. GoodRx later IPO'd (NASDAQ: GDRX).

- Redesigned the coupon redemption flow; conversion rate 2% to 5%.
- Ran a series of conversion projects across the drug pages: 10% lift on mobile, 25% on desktop.
- Designed and personally coded (JavaScript/D3) the interactive GoodRx Research data visualizations referenced in the New York Times and on Good Morning America / ABC News.
- Iodine.com won the Webby for Best Health Website (2018). I was the product's designer.
- Built 50-state prescription-price fact sheets with GoodRx co-CEO Doug Hirsch, used in advocacy around S.2554 and S.2553 on drug price transparency.

Clover Health San Francisco, CA

Designer Jul 2015 – Sep 2016

Second designer, joined when it was about 30 people and founder-funded, months before the Series A. The title was deliberately broad. Operated as a product design lead. Clover later went public (Nasdaq: CLOV, 2021).

- Helped build the design function as the second designer: established how design, engineering, and product worked together, sat in product development, and co-wrote PRDs with the product manager.
- Designed and shipped the nurse-practitioner home-visit iPad web app through contextual shadowing; nurses reported 1-2 hours of chart prep gone each day and no longer carried stacks of paper.
- Led cross-functional alignment across design, engineering, product, data science, and medical.

TaskRabbit San Francisco, CA

Product Designer May 2014 – Mar 2015

Worked on the 2014 rebrand; TaskRabbit later acquired by IKEA (2017).

- Hired by founder and CEO Leah Busque onto a new design team as TaskRabbit moved from bidding to direct hire. Owned the Tasker side of the experience outright and contributed to the consumer side.
- Tasker NPS recovered from about -5 in mid-2014 to the mid-50s; Client NPS to the high-40s.
- Led the mobile design system after the 2014 rebrand: one type scale, an icon set specified at 6 sizes, 4 named color families each with a 10-step scale, and component specs through to empty states. Picked it up because nobody owned it and the design team had drifted, with each designer owning different pieces.

Amazon San Francisco, CA

User Experience Designer Apr 2012 – Sep 2013

- Completed the implementation-ready design for the buy-and-gift Prime flow, projected to drive 1M+ new subscribers.
- Partnered with Samsung on the Amazon Prime Music app for the Samsung Shape wireless speaker.