

Alex Chan

Staff Product Designer · Generative AI, messaging and commerce

CONTACT

alexwchan.com

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San Jose, CA

SKILLS

Product vision and strategy

Generative AI products

Zero-to-one products

Design systems

Executive alignment

Research synthesis

Interaction and motion

AI-assisted prototyping

Tools

Figma · Framer · Claude Code

Languages

English · Cantonese ·

Mandarin

EDUCATION

MA, New Media & Web Design
Academy of Art University

BFA, Graphic Design
Academy of Art University

WORK

eBay, Staff Product Designer

Feb 2022 – Nov 2026 | San Jose, CA

- **eBay.ai Suggested Replies.** Proposed generative AI replies for eBay Messages and led the design from zero to one, through betas to launch in 4 markets: **3M+ suggestions used monthly, 1.3M+ sellers opted in, +2 percentage points** in buyer messages answered within 24 hours.
- Set the AI product direction: moved from direct AI answers to seller-reviewed drafts based on research, and used LLM betas to shape when suggestions appear and how they read, as the team raised response accuracy from ~60% to ~95% (benchmarked with LLM-as-a-judge, fact-scoring and manual review).
- Partnered with eBay's design systems team to incorporate the interaction pattern and "Generated by eBay.ai" attribution into **Playbook**.
- Owned eBay Messages end to end as sole designer for five years: led the move from separate messages to connected conversations and its rollout to **every buyer and seller** on web, iOS and Android, with only **3% opting out**. Buy It Now in conversations drove an estimated **\$88M incremental GMV** (2024).
- **Offers in Messages.** Designed negotiation inside the conversation as sole designer, live in every major eBay market: **+78% YoY GMV** from seller offers in Messages, **79% satisfied**. Designed the Repeat Buyer signal: **+3.3% US offer acceptance** (A/B test). Also led unified inbox, local pickup and motion.

eBay, Senior Designer

Jan 2017 – Feb 2022 | San Jose, CA

- Set the design vision for eBay Messages on web, iOS and Android: co-authored the product principles, presented "Modernizing Messaging" to executive stakeholders, led an 8-day design sprint, and with the PM recommended the phased rollout.
- Designed shipping experiences: tracking, label creation, and store and locker pickup.

eBay, UX Consultant

Feb 2016 – Dec 2016 | San Jose, CA

Designed self-service tools with the Brand Systems and Platforms teams.

Apple, Lead UX Consultant

Oct 2014 – Nov 2015 | Cupertino, CA

Led design of an iPhone connectivity service for the China market and set its UI standards.

Citrix Online, Senior Product Designer

May 2013 – May 2014 | San Francisco, CA

Led product design from concept to release.

AOL, Senior Visual Designer

Oct 2012 – May 2013 | Palo Alto, CA

Designed and prototyped web and mobile products.