

Chaz Moore

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Senior Product Designer with a decade of experience shipping at consumer scale across Squarespace, Shopify, and Owner. I work end-to-end across design and full-stack engineering, with deep fluency in agentic AI workflows for both product execution and design strategy. Background in philosophy; bias toward ethical, human-centered systems.

Skills

Interaction design, visual design, design systems, prototyping, Figma, motion design, responsive design, multi-platform design (iOS, web), React, Tailwind CSS, Git, agentic AI workflows, Claude Code, MCP, AI-native UX, qualitative research, product strategy, cross-functional leadership

Owner.com Senior Product Designer

June 2025 → Present

- Lead design on Owner's restaurant website builder serving thousands of independent restaurants, cut site-styling churn from 40% to 10% of reported feedback and improved conversion through new section types, brand expression upgrades, and editor quality work.
- Architected Kiln, a layered brand expression engine for AI-generated restaurant websites using archetypes, motifs, and parameter weighting to prevent templatzation at scale. Authored the leadership proposal scoping a dedicated team around it.
- Shipped AI-native features end-to-end across design and full-stack engineering, including a hero video generator and an element-level preview agent for live website editing.
- Mentored other designers on agentic tooling (custom Claude Code skills, autonomous overnight workflows) to accelerate design execution, project intake, and creative briefing.

Career Break

October 2024 → June 2025

- Job search following layoff from Universe during the 2024–2025 tech industry contraction.

Universe Senior Product Designer

July 2023 → October 2024

- Designed a responsive website editor from the ground up for iOS and Web, driving consistency and usability across platforms.
- Launched onboarding experiments that lifted user acquisition and increased conversion by 50%.

Shopify Senior Product Designer

March 2022 → July 2023

- Led end-to-end design of new theme settings and modular header/footer sections, improving merchant efficiency by an estimated 10% and achieving 100% adoption among developers.

- Identified and prioritized UX opportunities that streamlined how merchants customize their storefronts, shaping the team's roadmap.

Squarespace

Product Designer

April 2019 → March 2022

- Led end-to-end design across the Squarespace block editor, scheduling product, and internal advisor tools; rebuilt the block editor from the ground up to cut abandoned edits by 50%, redesigned scheduling signup to lift trial conversion by 14%, and ran qualitative research that drove a full redesign of the support platform.

Senior Insights Analyst

February 2016 → April 2019

- Translated quantitative product data and qualitative customer research into insight reports, presented to product teams to drive roadmap and prioritization decisions.

Support Advisor

August 2014 → February 2016

Education

UX Design Certification from General Assembly, 2017

Data Analytics Certification from General Assembly, 2016

Bachelor of Liberal Arts in Philosophy from Rollins College, 2009

Master SCUBA Instructor from PADI, 2007