

Rodney Chow

Staff Product Designer at Goodnotes
San Mateo, CA

About Me

From working across multiple design agencies in my early career to helping startups grow from the ground up, my expertise has evolved from visual design to multi-disciplinary user experience design. As a founding designer at heart, I thrive in zero-to-one environments - building products, processes, and teams from scratch.

I believe great design empowers people to do more with less friction and a touch of delight. Whether crafting product journeys, fine-tuning micro interactions, or brainstorming with teammates, I bring curiosity, honesty, and fun to the process.

Experience

Staff Product Designer Goodnotes

Apr 2024 – Present
Remote

- Led UX strategy for the Foundation team, driving holistic experience improvements across Mac, iPhone, Android, and Web
- Improved navigation clarity across platforms, increasing feature adoption
- Led user research and usability testing to uncover key usability issues and inform product direction
- Mentored and developed designers, improving design quality and fostering a more collaborative team culture

Senior Product Designer Goodnotes

Feb 2017 – Apr 2024
Hong Kong → Remote

- Served as the first designer, establishing design foundations, processes, and product direction from the ground up
- Helped recruit and build the design team to support rapid organizational growth.
- Worked on core features across Goodnotes 5 and 6—search, file management, note-taking experience, onboarding, and subscription flows.
- Collaborated closely with Product and Engineering to transform research insights into polished product experiences.
- Contributed to platform expansion across Web, Android, and Windows, ensuring a consistent and scalable user experience

UX Manager A.S. Watson Group

Sep 2016 – Feb 2017
Hong Kong

- Oversaw all UX initiatives across APAC business units, partnering with cross-functional teams to ensure design alignment and quality.
- Grew the UX team from 3 to a larger multidisciplinary group through targeted hiring and mentorship.
- Directed end-to-end UX revamp of Watson's e-commerce platform including research, IA restructuring, and UI redesign.
- Presented UX strategies and design solutions to stakeholders across Asia Pacific.

Skills

- Product Design
- UX Strategy
- Design Leadership
- Mentorship
- User Research
- Interaction Design
- Information Architecture
- Design Systems
- Rapid prototyping (AI-assisted)
- Branding
- Graphic Design

Product Domain

- Productivity
- Logistics
- E-commerce

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Experience

UX Lead GOGOX

Nov 2014 – Aug 2016
Hong Kong

- First product designer on the team; revamped the entire customer app UX for better localization across Asian markets.
- Defined product design strategy for B2B and B2C products across Taiwan, Singapore, China, Hong Kong, and Korea.
- Recruited and managed a small design team; coordinated cross-functional collaboration with marketing, operations, and engineering.

User Experience Consultant Freelance UI/UX Designer

May 2012 – Nov 2014
Hong Kong

- Collaborated with global startups to deliver end-to-end UX solutions, from research and prototyping to high-fidelity design and user testing.
- Specialised in Lean UX and rapid iteration, driving product improvements through data-driven design and continuous feedback loops.
- Key projects: Handy (hotel in-room guest service platform), ExpressVPN (onboarding & A/B testing), iJudge Fights (social MMA fan platform), Journify (productivity app from concept to launch).
- Supported digital transformations for Lane Crawford (e-commerce redesign), Watsons Hong Kong (first native mobile app for iOS & Android), and Dow Jones (UX localisation for WSJ's Chinese platform).

Creative Director Digital Butter

Jan 2010 – May 2012
Hong Kong

- Led creative direction at a digital agency serving clients from SMEs to Fortune 500 companies.
- Oversaw design projects spanning branding, user interface design, and UX design.
- Coordinated with development teams, managed client relationships, and provided art direction across all engagements.

Early Career Experience

UI/UX Designer - aNobii

Jun 2009 – Dec 2009, Hong Kong

Web Designer - Fluid (acquired by PwC Experience Center)

2007 – 2009, Hong Kong

Graphic Designer - Vision Plus

2006-2007, Hong Kong

Junior Visual Designer - Nimbus Design

2004-2005, Redwood City, CA

Education

Bachelor of Fine Arts (BFA),
Graphic Design, Minor
Photography
San Jose State University

Contact

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