Sabrina Dong

Growth & CRO Designer · Experimentation, Activation, Pricing

B2B SaaS · Vancouver, BC · Remote across Canada
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Highlights

5+ years designing growth and conversion in B2B SaaS, across product and web.

Closed-funnel onboarding lifted 14-day activation 21.6%, 17.97% to 21.85%, p = 0.0055.

11 PIE-prioritized A/B tests across onboarding, pricing and upgrade; 7 reached full launch.

Consolidated two brands onto one design system, Figma synced to Storybook with Claude Code.

Experience

ABC Fitness · Sr. Growth UX Designer · Aug 2026 – Present · Vancouver, BC

- Own the web design system for Glofox and ABC Fitness, adopted by all Web and Brand teams. Consolidated two brands from separate WordPress engines onto one themed system; collapsed 13 primary button variants into one.
- Built a weekly automated pipeline with Claude Code that syncs the Figma library to a Storybook GitHub repo; using AI for the repetitive variant work cut a component's full variant set from a week to hours.
- Design and launch A/B tests with Growth, Web and Engineering partners, increasing MQL to SQL conversion by 2%.

Trainerize (by ABC) · Growth UX Designer · Mar 2024 – Aug 2026 · Vancouver, BC

- Redesigned onboarding as a closed-funnel flow, from research with product marketing and customer success. The A/B test lifted 14-day activation 21.6% (17.97% to 21.85%, p = 0.0055) and day-one client adds from 31.3% to 59.2%. Shipped to all users.
- Shipped a pricing comparison matrix and a tooltip callout on the in-app plans page; the tooltip test lifted plan selection 12.5% (p = 0.04) and showed a directional +14.9% in first-time trial upgrades.
- Cut churn by 22% with a cancellation and downgrade save flow offering a targeted discount at the point of churn or contraction.
- Ran 11 PIE-prioritized A/B tests across upgrade, onboarding and pricing with VP of Growth sign-off; 7 reached full launch.
- Built and maintained the Growth Team design system — paywall, onboarding and checkout components — to speed up test builds.

Trainerize (by ABC) · Product Designer, Adoption · Apr 2021 – Mar 2024 · Vancouver, BC

- Designed a mobile NPS survey and flow that raised app rating from 4.1 (500 reviews) to 4.9 (27k reviews).
- Designed and managed the paywall and onboarding component library, improving cross-team collaboration efficiency.

Skills

Experimentation: A/B testing, hypothesis design, funnel analysis, CRO, VWO, Convert, Mixpanel, GA4, Microsoft Clarity, session replay.

Growth surfaces: onboarding and activation, paywall and pricing, upgrade and checkout, churn and win-back, landing pages.

Systems: design systems, tokens, component libraries, Figma, Storybook, responsive and mobile design.

Code & AI: HTML, CSS, Claude Code, AI-assisted design and design-to-code pipelines.

Education

New York University · Steinhardt, BFA Fine Arts and BA Psychology · 2016–2020

Lighthouse Labs Front-end Development · **Springboard** UI/UX Design · 2020–2021