

Maya Chen

Product Designer · Building experiences that feel inevitable

Portfolio 2026

About Me

- **5 years** crafting B2B SaaS and consumer mobile products
- Focused on **systems thinking** — from 0→1 concepts to mature design systems
- Background in cognitive psychology; I design for how people actually think
- Previously: Notion, Stripe (contract), early-stage fintech startup Pave

WHAT I BELIEVE

- Great design reduces cognitive load, not just friction
- Prototyping > debating — test early, learn fast
- The best PM-designer relationships feel like co-founders

Selected Work

4 CASE STUDIES · 2022 – 2025

- **Pave** — Compensation intelligence platform redesign
- **Notion** — Database onboarding flow
- **Fieldwork** — B2B field-ops mobile app (0→1)
- **Clarity Health** — Patient scheduling system

Each project: problem → role → measurable impact

Pave · Comp Intel

THE PROBLEM

Comp analysts spent 3–4 hours manually cross-referencing salary bands in spreadsheets — the product existed but wasn't being used.

MY ROLE

- Led end-to-end redesign of the core "Band Builder" workflow
- Ran 18 user interviews; built a jobs-to-be-done framework
- Collaborated with 2 engineers and a PM over 10 weeks

IMPACT

- **62%** reduction in time-to-complete a band analysis
- DAU of Band Builder rose from **14%** → **41%** in 60 days post-launch
- NPS for the feature segment went from +12 to **+47**

Notion · Onboarding

THE PROBLEM

New users who created their first database had a **34% 7-day retention** rate — the concept was too abstract without a guided entry point.

MY ROLE

- Embedded with the Growth team as the solo designer
- Mapped 6 distinct mental models for "what a database is"
- Designed and A/B tested 3 onboarding variants in 4 weeks

IMPACT

- Winning variant lifted 7-day retention to **51%** (+50% relative)
- Empty-state template adoption increased **3.2×**
- Rolled out to **100% of new signups** — affected ~80k users/month

Fieldwork · Mobile App

THE PROBLEM

Field technicians at facilities companies used paper forms and text messages to coordinate jobs — no single source of truth, high error rate.

MY ROLE

- 0→1 product designer; defined IA, design system, and all core flows
- Conducted 12 on-site contextual observation sessions
- Partnered with CEO and lead engineer from discovery through launch

IMPACT

- Reduced job completion errors by **78%** in pilot with 3 enterprise clients
- Average job dispatch time cut from **22 min** → **6 min**
- App achieved **4.7★** rating; customer renewed and expanded contract

Clarity Health · Scheduling

THE PROBLEM

Patients abandoned appointment booking at a 58% rate mid-flow — a 7-step process designed for staff, not patients.

MY ROLE

- Audited existing flow with heuristic evaluation + session replay analysis
- Redesigned to a progressive-disclosure model (3 decisions max per step)
- Delivered high-fidelity specs and a component library to engineering

IMPACT

- Booking completion rate improved from **42% → 74%**
- Average time-to-book dropped from **8.4 min → 3.1 min**
- Support tickets for scheduling issues down **44%** in 90 days

Skills & Tools

DESIGN & RESEARCH

- Figma · Prototyping · Design Systems · Usability Testing
- Jobs-to-be-Done · Contextual Inquiry · A/B Test Design

COLLABORATION & DELIVERY

- Component libraries (Storybook) · Redline specs · Dev handoff
- Agile / dual-track discovery · Cross-functional facilitation

EMERGING

- AI-assisted UI generation (Cursor, v0) · Accessibility audits (WCAG 2.2)
- Data visualization design · Motion design (Principle, Rive)

Let's Connect

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OPEN TO

- Full-time roles in product design (Series A–C stage)
- Contract engagements for 0→1 product work
- Design system audits and redesign projects

Available from August 2026