

PORTFOLIO 2024

Maya Chen

Senior Product Designer

Designing experiences that are human first.



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Maya Chen

San Francisco, CA

6 years experience

About Me

I'm a product designer with 6 years of experience crafting digital products for fintech, health, and consumer apps. I bridge the gap between user empathy and business outcomes — turning complex problems into intuitive, delightful interfaces.

40+

Products shipped

12M

Users impacted

3x

Promoted in 4 years

Currently: Staff Product Designer at Meridian Health (Series C)

B.F.A. Interaction Design — California College of the Arts, 2018

Selected Work

Overview

01

Meridian Health

Patient Onboarding
Redesign

02

Volta Payments

Transaction Review Flow

03

Bloom Wellness

Habit Tracking App

04

Skills & Tools

Design toolkit & expertise



01

Meridian Health

Patient Onboarding Redesign

How we cut new-patient setup time by 64% and boosted activation to 91%

Meridian Health — Patient Onboarding

The Problem

New patients abandoned sign-up at a 58% rate. A 14-screen form, redundant data entry, and confusing insurance verification steps left users frustrated before their first appointment.

My Role

Lead designer across research, IA, prototype, and final delivery. Collaborated with 2 PMs, 4 engineers, and the clinical compliance team over 5 months.

64
%

Reduction in onboarding time

from 18 min avg → 6.5 min

91
%

Activation rate

up from 42% at baseline

+4.
6

App Store rating

up from 3.1 — 8 weeks post-launch

02

Volta Payments

Transaction Review Flow

Redesigning fraud review to reduce false positives and restore user trust

Volta Payments — Transaction Review

The Problem

Volta's fraud detection flagged 22% of legitimate transactions. Users received a confusing "Payment Blocked" screen with no context, causing 31% to abandon the app permanently and file chargebacks.

My Role

Solo designer embedded in the Trust & Safety team. Conducted 22 user interviews and partnered with the data science team to surface explainability content in the review flow.

71%

Drop in permanent app abandonment

-43%

Reduction in support tickets

\$2.1M

Chargeback cost recovered (annual)

03

Bloom Wellness

Habit Tracking App

The Problem

Users logged habits for 3 days, then dropped off. Retention at day-7 was only 19%. The existing app felt clinical — no celebration, no momentum.

My Role

End-to-end design lead on a 0→1 consumer product. Ran 3 rounds of usability testing (n=48), introduced progressive disclosure and a streak reward system informed by behavioral design principles.

Impact

61%

Day-7 retention
(up from 19%)

4.8★

App Store rating
within 6 months

180K

Downloads in
first quarter

2.4×

Avg sessions/week
vs. prior version

Skills & Tools

Design Practice

- User Research & Synthesis
- Journey Mapping
- Information Architecture
- Interaction Design
- Prototyping & Usability Testing
- Design Systems

Tools

- Figma (advanced)
- FigJam
- Framer
- Lottie / Rive
- Maze / UserTesting.com
- Notion + Linear

Collaboration

- Cross-functional facilitation
- Design critiques
- Sprint planning
- Stakeholder presentations
- Accessibility (WCAG 2.2)
- Mentoring junior designers

Let's build something people love.

Open to senior IC and staff roles in product design.

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Thank you for your time.