

Maya Chen

Product Designer

Turning complexity into clarity — one product at a time.

Selected Work • 2022 – 2026

About Me

I'm a product designer with 6 years of experience at the intersection of research, systems thinking, and visual craft.

I've shipped products used by millions -- from zero-to-one consumer apps to enterprise platforms -- across fintech, health tech, and SaaS.

My process: deep user research -> sharp problem framing -> iterative prototyping -> measured impact.

6 yrs

Experience

12+

Products Shipped

4M+

Users Reached

Currently: Lead Product Designer @ Stride Health • Based in San Francisco



Selected Work

04 projects · 2022 – 2026

Stride Health — Onboarding Redesign

THE PROBLEM

Independent workers signing up for Stride Health (a benefits platform for gig workers) faced a 14-step enrollment funnel with dense insurance jargon. Drop-off at step 3 reached 62%, leaving tens of thousands without coverage.

MY ROLE

Lead designer on a 3-person squad (PM + eng). I conducted 22 moderated usability sessions, mapped a jobs-to-be-done framework, reduced steps from 14 → 5 via progressive disclosure, and ran 4 A/B tests over 8 weeks.

MEASURABLE IMPACT

+38%

Enrollment completion rate

−54%

Drop-off at step 3

4.1 min

Avg time-to-complete (from 11 min)

92k

New users enrolled in 90 days

Fable Finance — Portfolio Dashboard

THE PROBLEM

Fable, an independent investment platform, had a dashboard built by engineers with no design input. Power users complained of information overload; new users couldn't find core actions. NPS sat at 18.

MY ROLE

Solo designer. I ran a card-sorting study (n=41), redesigned the information architecture, built a component library of 80+ tokens in Figma, and collaborated with 5 engineers to ship a data-dense but scannable dashboard system.

MEASURABLE IMPACT

NPS +31

From 18 → 49 in 60 days post-launch

-40%

Support tickets re: navigation

+22%

Daily active users (30-day window)

80+

Reusable tokens in design system

Grounded — Mental Wellness iOS App

THE PROBLEM

Grounded, a Series A startup, had high App Store ratings but a 7-day retention rate of only 18%. Surveys showed users valued the content but found the daily habit loop "boring" and not motivating. They asked me to redesign the core experience.

MY ROLE

Design Lead (contract, 3 months). Ran diary studies over 4 weeks with 18 users. Introduced a streak mechanic with "earned rest days," redesigned the session summary screen, and launched a personalization quiz to match content to mood profiles.

MEASURABLE IMPACT

18% → 41%

7-day retention

4.6 ★

App Store rating (from 4.3)

+63%

Avg sessions per active user / week

Beacon — Enterprise Analytics Platform

THE PROBLEM

Beacon's enterprise customers were abandoning their BI platform for Looker. Exit surveys cited 'cluttered UI' and 'impossible to build reports without training.' Time-to-first-insight averaged 47 minutes.

MY ROLE

Principal designer (embedded, 6 months). Ran a contextual inquiry with 14 power users across 3 enterprise clients. Introduced a "Report Builder" with guided templates, reduced navigation depth from 5 layers → 2, and built an internal design system (Beacon UI Kit) adopted by the full eng team.

BEFORE → AFTER

Time-to-first insight

47 min

→ **9 min**

Enterprise NPS

NPS 14

→ **NPS 52**

Churn rate (6-mo cohort)

61%

→ **12%**

Avg sessions per user

1.2×/wk

→ **4.7×/wk**

Skills & Tools



Research & Discovery

Moderated usability testing · Diary studies · Card sorting · JTBD mapping · Heuristic evaluation



Interaction Design

Wireframing · Prototyping · Microinteractions · Accessibility (WCAG 2.1 AA) · Responsive & adaptive layouts



Visual & Systems Design

Design systems · Token architecture · Component libraries · Typography · Color theory



Craft & Tools

Figma (expert) · Framer · Protopie · Zeplin · Storybook integration



Collaboration & Process

Agile/Scrum · Design critiques · Cross-functional workshops · Developer handoff · OKR alignment



Analytics & Metrics

Mixpanel · Amplitude · A/B testing · Funnel analysis · OKR/KPI dashboards · CSAT & NPS

How I Work

A repeatable process built on curiosity and evidence.

1

Understand

User interviews, diary studies, competitive teardowns. I don't start pixels until I understand the job to be done.

2

Frame

A crisp problem statement agreed on by design, PM, and eng. Ambiguity killed upfront saves weeks downstream.

3

Explore

Wide divergence: 20 sketches before any Figma. I kill my darlings early; the best idea wins, not the loudest voice.

4

Validate

Prototype → test → measure. Decisions backed by data, not instinct. Ship, observe, iterate.

Let's build something worth using.

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LOCATION San Francisco, CA · Open to
remote

Available for full-time roles, contracts, and advisory conversations.