

PRODUCT DESIGNER · PORTFOLIO 2026

Maya Chen

Turning ambiguity into clarity,
and clarity into products people love.

"Design is the argument you make without words."

Hello, I'm Maya.

01 / About



MC

BASED IN

 San Francisco, CA

EXPERIENCE

 7 years in product design

I'm a product designer with roots in cognitive psychology and a career spent inside fast-moving B2B and consumer products — from Series A startups to 50M-user platforms.

My practice sits at the intersection of **systems thinking** and **emotional resonance**. I believe the best interfaces feel inevitable, not impressive.

7+

Years experience

12

Products shipped

4

Industries

Four Projects.

Each a different kind of hard.

Luma Health — Patient Scheduling

HEALTHCARE · B2B SAAS

02 / Project 01

THE PROBLEM

Clinic coordinators were abandoning the scheduling flow mid-way — a 58% drop-off rate tied to a 14-step booking process designed for legacy workflows. Front-office staff called it "the spreadsheet replacement that needs its own spreadsheet."

MY ROLE

Lead designer on a 3-person squad. Ran discovery interviews with 22 coordinators across 8 clinic networks, synthesized a 5-state user journey, and prototyped an intelligent scheduling assistant that auto-filled visit context from EHR data.

MEASURABLE IMPACT

↓ **58%** Drop-off rate eliminated — booking now completes in 3 steps

+**31%** Coordinator throughput increase (appointments/hour)

4.6★ In-app CSAT (up from 2.9) within 90 days of launch

Finch — Personal Finance App

CONSUMER · IOS

03 / Project 02

THE PROBLEM

Finch had strong D1 retention (64%) but chronic D30 collapse (11%). Data revealed users were engaging intensely during onboarding, then losing the "why" by week two. The app felt like a dashboard, not a companion.

MY ROLE

Sole designer. Redesigned the entire motivational scaffolding: introduced a "money narrative" timeline (not a chart), weekly reflection prompts, and a milestone system grounded in behavioral economics. Ran 6 rounds of usability testing with 48 participants.

MEASURABLE IMPACT

D30: 34%

Day-30 retention (up from 11% — 3× improvement)

+2.1pts

App Store rating lift over 6 months

"It's the first app that didn't make me feel judged about money."

— Beta user, cohort 3

Vertex — AI Model Evaluation UI

ENTERPRISE · INTERNAL TOOLS

04 / Project 03

THE PROBLEM

ML engineers at a Series C AI startup were evaluating model outputs in messy spreadsheets and ad-hoc Notion pages. This created inconsistent quality standards, siloed feedback, and a 3-day lag between training runs and human review.

MY ROLE

Design lead alongside 2 engineers.
Embedded with the ML team for 3 weeks — observed eval rituals, defined information architecture for multi-model comparison, designed a side-by-side diff view with rubric-based annotation.

MEASURABLE IMPACT

72h→6h Evaluation cycle time reduction

100% Eval coverage (up from ~40%) within 2 sprints

8 teams Adopted across orgs after internal demo; now core tooling

Orion — Design System at Scale

DESIGN OPS · MULTI-PLATFORM

05 / Project 04

THE PROBLEM

A 200-person product org had 6 separate component libraries and no shared token layer. Engineers and designers were spending an estimated 30% of sprint time resolving inconsistencies. New hires needed 4+ weeks to reach design fluency.

MY ROLE

Founding member of a 4-person Design Systems team. Architected the token taxonomy (primitive → semantic → component), built 220+ Figma components, authored the contribution model, and ran quarterly audits across 14 product squads.

MEASURABLE IMPACT

220+

Reusable components in production

↓ 40%

Reduction in design/eng inconsistency tickets

2 wks

Average designer onboarding time (down from 4.5 wks)

Craft & Toolkit

06 / Skills & Tools

✂ DESIGN PRACTICE

 Systems Design

 User Research

 Journey Mapping

 Usability Testing

 Design Tokens

 Metrics & Analytics

✂ TOOLS

 Figma

 Framer

 Maze / UserTesting

 Mixpanel

 HTML / CSS basics

 AI-Assisted Prototyping

*"A great design process leaves behind artifacts people can argue with — research synthesis, decision logs, and prototypes that say '**here's what we learned, and here's why we chose this.**'"*

How I Work

07 / Process

01 · LISTEN

Deep discovery before any sketch. I interview, shadow, and synthesize before a single frame is opened.

02 · FRAME

Write the problem statement as a one-page brief. If you can't write it, you don't understand it yet.

03 · DIVERGE

Rapid concepts, low fidelity. I bring 5 ideas before committing to 1. Sketches are hypotheses, not proposals.

04 · SHIP & LEARN

Prototype → test → measure. Launch is the start of learning, not the finish line.

I work best when I'm close to engineering and embedded with users — not handing off mocks from a distance.

Ready to build something worth using.

Open to senior IC and staff roles · full-time or contract

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