

PORTFOLIO · 2024

Maya Chen

Senior Product Designer

B2B SaaS · Design Systems · 0→1 Products

San Francisco, CA · mayachen.design · 6 years experience

About Me

I design products that reduce friction — whether that's a checkout flow that saves a startup \$2M in annual churn, or an internal admin tool that cuts support tickets in half.

- **Background** — Started in visual design at a branding agency, moved into product as companies started shipping digital-first experiences
- **Approach** — I care more about the decision a user needs to make than the pixel I need to push. Research first, fidelity later.
- **Craft** — I prototype in Figma and code. Understanding constraints makes better design.

2024 — Senior Product Designer
Lattice (SF)

2022 — Product Designer
Ramp (NY → remote)

2020 — Product Designer
Stripe (Dublin)

2018 — Visual / UX Designer
Instrument (Portland)

Selected Work

Four projects across growth, tooling, and 0→1

Project 01 — Lattice Goals Redesign

The Problem

Lattice's OKR module had a 34% completion rate for goal check-ins. Research found users couldn't understand how their individual goals rolled up to company objectives — the hierarchy was invisible.

My Role

I led end-to-end design: 12 discovery interviews, two rounds of usability tests with 8 participants each, and final pixel-perfect specs delivered to engineering. Worked alongside one PM and three engineers.

What Shipped

A redesigned goals tree with inline progress nudges and a new "alignment map" view that visualised company → team → individual rollups in one screen.

+31 pts

Check-in completion rate (34% → 65%)

-28%

Support tickets about "where do I set goals?"

4.4★

Post-launch CSAT (up from 3.1)

Project 02 — Ramp Expense Policy Engine

The Problem

Finance admins at mid-market companies (~200–2000 employees) spent 4+ hours/week manually reviewing out-of-policy expenses flagged by Ramp's rules engine — because the rule builder was developer-only, using JSON config files.

My Role

Sole designer. Ran a 3-week discovery sprint: shadowed 5 finance teams during month-end close, audited the existing JSON schema, mapped 60+ distinct policy logic patterns.

What Shipped

A visual "if-then" policy builder for non-technical admins. Drag-and-drop condition blocks, plain-language previews, a dry-run sandbox to test rules before publishing.

4.2 hrs

Weekly admin time saved per finance team

3×

More policy rules created within 90 days

\$2.1M

ARR influenced (expansion from enterprise tier)

Project 03 — Stripe Radar Rule Studio

The Problem

Stripe Radar lets developers write custom fraud rules in a DSL. Less technical users — fraud analysts — had no interface; they relied on engineers to translate their logic into code. Turnaround: 3–5 days per rule change.

My Role

Part of a 3–designer team; I owned the rule authoring flow and collaborated on the analytics dashboard. Facilitated weekly co-design sessions with fraud analysts from 6 merchant partners.

What Shipped

A guided rule builder with a syntax-aware text editor, live outcome preview (estimated blocked vs. allowed transactions based on last 30 days of data), and a version history panel.

–87%

Rule creation time (3–5 days → <4 hours)

+12k

New rules created in first 6 months post-launch

93%

Analyst satisfaction score (NPS survey, n=142)

Project 04 — Lattice Design System (0→1)

The Problem

In 2023 Lattice had grown to 11 product designers and 40+ engineers across 6 squads. No shared component library — every team had forked their own button variants, spacing scales, and colour palettes. Estimates for new feature UI work were off by 2–3× because of hidden rework costs.

My Role

Design system lead. Audited the existing codebase (1,400+ unique UI components), ran a cross-team prioritisation workshop, and established the token architecture, contribution model, and release cadence alongside 2 engineers.

What Shipped

Lattice Baseline v1.0 : 80 production components in Figma + React, a 3-tier token system (primitive → semantic → component),

-40%

UI implementation time for net-new features

80

Shared components adopted across all 6 squads

1,400→80

Component sprawl eliminated in 9 months

Skills & Tools

How I work, and what I work with

DESIGN & RESEARCH

Figma

FigJam

Protopie

Maze

Dovetail

DEV & HANDOFF

React

TypeScript

Storybook

Zeroheight

METHODS

Jobs-to-be-Done

Usability Testing

Contextual Inquiry

Design Sprints

STRENGTHS

- Complex information architecture
- 0→1 product definition
- Design system architecture
- Cross-functional facilitation

LET'S TALK

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Available for full-time roles · Open to contract engagements · San Francisco / Remote