

# Maya Yenlin Cheng

A Product Designer with over a decade of multidisciplinary experiences in solving complex design challenges and creating powerful digital, physical and environmental experiences

## :: Contact

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## :: Portfolio

www.mayacheng.space

Password: 2022maya

## :: Education

**Harvard University**  
**Graduate School of Design**  
Master of Landscape Architecture

**National Tsing-Hua University**  
Bachelor of Arts

## :: Skills

User Research  
Usability Testing  
Interaction Design  
Wireframing  
Rapid Prototyping  
Responsive Web Design  
Information Architecture  
HTML & CSS  
Visual Design  
Illustration  
Branding  
Typography

## :: Tools

Figma  
Sketch & InVision  
Adobe XD  
Google Analytics  
Photoshop  
Illustrator  
Webflow  
Principle  
AutoCAD  
Rhino 3D

## :: Experience

### Lead Product Designer

**Hyatt Hotel Corporation** | New York, NY July 2022 - Present

- Spearheaded the World of Hyatt app redesign, resulting in the platform being named a 2025 **Skift IDEA Awards Finalist** in Creative Design and receiving a **Webby Award** Nomination in the Travel category.
- Led a redesign of the Search flow that resulted in a \$6.9M annualized revenue lift and a 190% YoY increase in filter engagement, proving that high-fidelity design is a primary driver of conversion.
- Architecting high-scale native solutions for the Native Platform team, driving operational efficiency and delivering seamless user experiences for millions of global guests.

### Lead Product / UX Designer

**Aedit** | New York, NY June 2021 - May 2022

- Lead design vision and delivering creative solutions for Web & iOS applications.
- Designed end to end user experience from discovery, ideation, user testing, iterations to production in an Agile environment.

### Senior UX Designer

**Publicis Sapient** | New York, NY Nov 2020 - May 2021

- Worked on the MVP features of Verizon's *+Play*, an entertainment platform that allows customers to discover, purchase, and manage streaming subscriptions.

### Digital Designer (Contract)

**Moxie Method** | Palo Alto, CA Aug 2020 - Nov 2020

- Helped clients build a strong online presence by crafting best-in-class digital products and experiences. Designing, implementing, and managing multiple client sites and systems for better workflow, efficiency, managing SEO strategies.

### UX / UI Designer

**Self Employed** | New York, NY Mar 2019 - July 2020

- Supported entrepreneurs, startups and businesses by offering business solutions through UX design. Deliverables include responsive Web Design & Development, Competitive Analysis, Wireframe & Prototypes, Brand Identity & Strategy, Illustrations, Packaging Design.

### Landscape Design Lead May 2018 - Feb 2019

**Sustainable Built Environment Research Center** | Taoyuan City, Taiwan

- Led the design team from conducting research, creating visitor journey maps, to Create design strategies for open space systems in a mixed use development.