

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.