

# Maya Yenlin Cheng

A UX/UI 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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## :: Education

Harvard University  
Graduate School of Design  
Master of Landscape Architecture

National Tsing-Hua University  
Bachelor of Arts

Springboard UX Career Track  
Certification

## :: Skills

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

## :: Tools

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

## :: Experience

### Lead Product / UX Designer

Aedit | New York, NY June 2021 - Present

- Leading design vision and delivering creative solutions for Web & iOS applications.
- Designing 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 Verizon's +Play, an entertainment platform that allows users to discover, purchase, and manage streaming subscription. As a team we focused on the MVP features and user flows.

### 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 - Aug 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 & Printing Designs.

### 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 to form open space systems in a mixed use development.
- Gave design presentations to stakeholders and worked closely with the developers and architects daily, delivering designs on time and on budget.

### Adjunct Lecturer

Chung-Yuan Christian University | Taoyuan City, Taiwan Sept 2017 - Feb 2019

- Hosted design workshops to guide senior students learn rapid design processes from brainstorming, sketching, building mock-ups and peer critiques.
- Taught design studios and mentored students in design thinking and expression.

### Senior Landscape Designer / Project Manager Nov 2014 - May 2017

HMWhite | New York, New York

- Managed multiple projects and advanced the design and technical documentation.
- Led communication and coordination efforts between the design and engineering consultants in multiple upscale projects.