Yien Ma

Senior User Experience Designer

yien.design ↗
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Experience

Senior Experience Designer · Airbnb

Jul 2019 - Jun 2024 · 5 yrs

Led market-specific product innovation for Chinese users, including optimizing the new user experience (+10% bookings) and redesigning the cancellation service (+31% satisfaction, -26% support costs). Collaborated with teams in Japan, Korea and Italy to deliver region-tailored features that accelerated regional growth.

Interaction Designer · Alibaba Pictures Group

Jul 2018 - Jul 2019 · 1 yr 1mo

Led the redesign of *Tao Tickets* App, China's largest online movie ticketing platform, addressing the needs of both cinema managers and audiences to deliver comprehensive interaction design solutions.

Product Designer · Zhihu.com

May 2015 - Jul 2018 · 3 yrs 3 mos

Led the design of paid knowledge services in a Chinese Q&A community and developed *Zhihu Live* from scratch, boosting creator revenue and setting a precedent for China's paid knowledge market.

Product Designer · EICO Design

Feb 2014 - May 2015 · 1 yrs 4 mos

Assisted senior designers with design consulting and iterations for *Weico* App, a key product for a major Chinese social media network.

Education

B.A. in Digital Media Art Design

Beijing University of Technology

Sep 2010 - Jul 2014

Skills

- Product Thinking
- User Journey Mapping
- Scenarios and Storyboards
- User Interviews
- Prototyping
- Visual Design
- Design System
- Storytelling