



Nancy Lan-Lan Ma

Email

nancy@lanlanma.design

Portfolio

lanlanma.design

EDUCATION

Master

in Media Design (HCI Major)
Keio University
Japan, 2010

Bachelor

in Sociology & Business
(Double Major)
Chengchi University
Taiwan, 2008

LANGUAGES

Mandarin - Native
English - Business
Japanese - Fluent

TOOLS

Figma, Framer, Webflow
Adobe Creatives
v0, Lovable

VISA STATUS

US - Citizen
Taiwan - Citizen
Japan - PR



Hi, I'm Nancy — a product designer who loves bringing clarity to complex ideas. I care deeply about thoughtful storytelling, real user insight, and designing products that quietly make life a little easier.

EXPERIENCE

Senior Product Designer

SmartNews Inc.

Tokyo
2020 - Now

- Led design for over 10 projects and major features across Japan and U.S. markets.
- Collaborated with PMs, engineers, and data scientists to shape product vision and deliver high-impact, user-centric experiences for millions of daily users.
- Conducted end-to-end design processes: user research, prototyping, A/B testing, and design QA.
- Drove consistency and clarity across platforms by establishing design guidelines and scalable UI frameworks.
- Partnered with global teams to balance business goals with local user needs, improving engagement and trust in the SmartNews ecosystem.

Design Manager, UI/UX Designer

Juvo Mobile Inc.

San Francisco
2015-2020

- Led a cross-functional design team and built a cohesive, user-centered design system across mobile and web.
- Mentored product and brand designers to grow skills and ownership.
- Oversaw the launch of 9 financial-service apps in 25 countries, reaching over 500 million users.
- Designed core app experiences for Android, iOS, and web; conducted user testing and refined flows through high-fidelity prototypes.
- Collaborated with marketing and product teams to strengthen visual identity and customer engagement.

Producer (UX)

HTC Corp.

Taipei
2010-2013

- Delivered UX designs and interaction flows for over 10 mobile features and applications.
- Led user studies for HTC Sense TV in Tokyo, improving UX based on behavioral insights.
- Created product concepts, wireframes, and IA for early wearable and health-tracking projects.

UX Designer & Researcher

Keio—NUS CUTE Center

Tokyo & Singapore
2008-2010

- Defined core product focus and research methodology for Petimo, a children's social networking robot promoting safe online interactions.
- Conducted multi-country qualitative user studies using interviews, focus groups, and think-aloud testing.