

DEBBIE MAI | Product Designer

London, UK | 07493930188 | www.debbiemai.com | tzyumai@gmail.com | linkedin.com/in/debbie-mai

PROFILE

Product Designer with 3+ years of experience designing compliance-focused and data-driven products across fintech, SaaS, and public sector platforms. Skilled in building design systems, financial data dashboards, payment flows, and onboarding journeys for regulated environments. Previously worked in fintech sales, providing unique insight into both user and business needs. Eligible to work in the UK without sponsorship.

SKILLS

- User Research - Information Architecture - Cross-functional collaboration	- A/B testing & Analytics - Usability testing - Design System	- Accessibility Design (WCAG2.1) - Rapid Prototype (Figma, HTML/CSS)
---	---	--

WORK EXPERIENCE

Product Designer (Early-stage Startup) | [Linkup Social](#)

Aug 23- Present | Taipei, Taiwan

- Utilised Figma and GenAI tools to build a scalable design system, enabling ~80% faster iteration cycles and smoother handoff between designers and developers.
- Defined MVP requirements and delivered a tested MVP with 100+ beta users with 50+ pages in 3 months.
- Presented design rationale to product and engineering teams, reducing 40% of time in rework and a 20% improvement in usability success metrics.

Experience Designer | [Wongdoody \(part of Infosys\)](#)

Jun 2023 – Sep. 2025 | Taipei, Taiwan

- Conducted stakeholder workshops and design sprints with Miro to uncover friction points, leading to the app redesign opportunity worth £60k.
- Simplified onboarding with compulsory KYC process through financial app redesign, driving a 20% uplift in account activation and a 40% increase in retention for a fintech app.
- Designed intuitive dashboards to translate financial and transactional data into actionable workflows, increasing forecast accuracy to 90% and supporting executive decision-making.

UX/UI Designer | [Ministry of Economic Affairs R.O.C](#)

Nov 24- Mar 25 | Taipei, Taiwan

- Redesigned IA for public sector registration portal serving thousands of users, streamlining complex workflows and reducing help-desk queries by 25%.
- Created a cross-device UI component library covering 40+ pages, supporting consistent delivery and alignment with accessibility standards (WCAG 2.1).

EDUCATION

MSc Human-Computer Interaction & Design | [City University of London](#)

Sep. 2024- Jan. 2026 (Expected) | London, UK

- Accredited by the British Computer Society (BCS). Focus on usability, inclusive design, and GenAI in UX research.

UX Design Academy | [DesignLab](#)

Feb.2022- Nov. 2022 | Singapore

- Finished 400+ hours in UI/UX training in Figma and delivered 3 projects, working with local businesses to redesign the existing website.

ADDITIONAL EXPERIENCE

Business Development Manager | [SmartTrade Technologies](#)

Nov. 2022- Jun. 2023 | Singapore

- Designed and delivered tailored solution decks for institutional clients, contributing to a sales pipeline exceeding £60K.
- Engaged with FX trading stakeholders and attended local 5+ industry events to deepen domain knowledge of FX & e-trading operations.
- Translated complex technical solutions into concise 2-page client-ready proposals, improving sales presentation and informed UX strategy in onboarding flows in future client-facing products.

CERTIFICATE

Professional Scrum Master (1) | [Scrum Org.](#) | Dec. 2021

Advanced Google Analytics | [Google](#) | Jan 2020

LANGUAGE

Mandarin (Native), English (IELTS 7), Spanish (DELE-B1)