



Ma, Yujia [Malu]

Professional Summary

I'm a Product Designer based in Berlin with 10 years of experience shaping digital products across music, mobility, and emerging technologies. My practice combines UX, visual and interaction design, accessibility, and product strategy with an AI-native approach to exploration and development.

My passion lies in solving design challenges, crafting intelligent user interfaces, and envisioning practical interactions, all while maintaining a user-centred design approach. I am dedicated to creating meaningful work that enriches our lives.

Portfolio: www.malu.im

LinkedIn: www.linkedin.com/in/mayujia/

Email: mayujiadesign@gmail.com

Professional Experience

Senior Product Designer at Ableton

March 2021 – Present | Berlin, Germany

- Led UX and UI design across Learn, Ableton Cloud, Push Local Transfer, and Move Manager, shaping product strategy, complex user journeys, and iterative feature development
- Leveraged AI-assisted prototyping and development workflows to rapidly turn product concepts into functional prototypes, enabling faster exploration, validation, and iteration
- Translated complex product requirements into structured user flows, interaction models, system states, and edge cases, bridging design intent with technical implementation

- Collaborated cross-functionally with product, engineering, user research, and BI teams to align product decisions, validate assumptions, and deliver scalable experiences
- Established and maintained a scalable design system across multiple products, improving consistency and accelerating design-to-development workflows
- Conducted user and usability testing and established iterative validation cycles to identify usability issues, test product assumptions, and refine experiences before implementation

Lead Product Designer (Side Project) at Word to World

June 2020 – March 2023 | Berlin, Germany

- Led the development and execution of product strategies from conception to launch (version 1.0), incorporating insights from user and market research to enhance user experience in products and games.
- Led the art direction for product design and branding, ensuring alignment with business objectives and enhancing the uniqueness of the product.
- Implemented rapid prototyping for efficient design iteration.
- Designed marketing assets and motion design efforts for enhanced user engagement. Received three App Design and Innovation Awards and featured twice as an App Store Editor's Choice.

UX & Concept Designer at Volkswagen Group Future Center Europe

August 2018 – February 2021 | Potsdam, Germany

- Designed AI voice assistant for future mobility
Designed advanced in-car user experiences for safety, entertainment, and productivity enhancements in future vehicles.
- Innovated HUD and XR designs for real-time information and immersive experiences
- Conducted user tests, including seating buck evaluations, to ensure usability, accessibility, and comfort
- Designed for inclusive design principles, addressing visual impairments, and ensuring comfort and accessibility for women and elderly passengers
- Crafted mobile apps optimized for seamless experiences

UX/UI Designer at MING Labs

October 2015 – July 2018 | Berlin, Germany

- Designed diverse projects for clients including Adidas, Lufthansa, Siemens, and startups, delivering tailored solutions.
- Facilitated workshops for collaborative ideation.
- Conducted user research, developed personas, and mapped user journeys.

- Designed a diverse range of projects including Web Apps, Mobile Apps, SaaS platforms, and Branding initiatives
- Generated creative ideas and prototypes for rapid iteration and refinement, showcasing innovative solutions through engaging storytelling and compelling presentations.
- Designed visually engaging interfaces and branding elements.

Skills

Strategic: Product Strategy & Vision, Cross-Functional Collaboration

Research & User Experience: User Research & Synthesis, Persona Development, User Journey Mapping, Creative Ideation, User Testing

Execution: Visual Design, UI Design, Motion Design (Basic), 3D design (Basic), Prototyping, Accessibility Design, Design Systems Management

AI & Product Development: AI-assisted Prototyping, AI-assisted Development, Rapid Product Validation, Design-to-Code Workflows

Communication & Influence: Stakeholder Communication, Storytelling, Presentation

Languages: Chinese (Native), English (Professional), German (Intermediate)

Education

Interaction Design at Hochschule für Gestaltung Schwäbisch Gmünd

Bachelor's Degree | 2012 – 2015

Interaction Design at Tokyo Zokei University (Exchange)

Bachelor's Degree | 2014

Germanistik, Finance at Southwest Jiaotong University

Bachelor's Degree | 2007 - 2011

Feel free to say Hi!

Portfolio: www.malu.im

LinkedIn: www.linkedin.com/in/mayujia/

Email: mayujiadesign@gmail.com