

MAGGIE YUE

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EDUCATION

B.A. Design | Visual Communications

B.A. Political Science | Public Service

University of California, Davis | 2013

- Teaching assistant in various graphic design studio practice courses
- Student marketing director, ASUCD Creative Media
- Student graphics manager, UC Davis Campus Recreation and Unions
- Photographs published and exhibited at the UC Davis MFA graduate exhibition
- Design by Design exhibition
- Officer for AIGA Pixel Graphic Design

SKILLS

- Sketch, Figma, Illustrator, InVision, Principle
- Worked across platforms, specialty in consumer facing native app design
- Professional experience in both enterprise and consumer-based products
- Working knowledge in HTML, CSS, Javascript
- Strong in competitive research and product strategy
- Shipped product features iteratively through A/B tests

VALUES

- Team culture and collaborative environments
- Design-led initiatives
- Research-informed decisions
- Education time and peer learning
- Content strategy and UX writing

EXPERIENCE

May 2015

Present

OPENTABLE - Senior Product Designer

Lead design on consumer native apps platform as the 3rd designer on the team, working across multiple engineering and product teams. Promoted from Product Designer.

- Design and lead diner profile mobile hospitality initiatives.
- Drive all mobile experiences on loyalty program and rewards experience.
- Lead research, design, and implementation of the new consumer app photos experience
- Initiate, design, and research initiatives for the redesign of the user profile tab and reservation tab experience.
- Collaborate with restaurant, brand, web, and mobile design teams to create, contribute, and maintain in-house design systems.
- Partner with product and engineering teams to translate and enhance features from the legacy restaurant management platform to Guest Center Admin product.

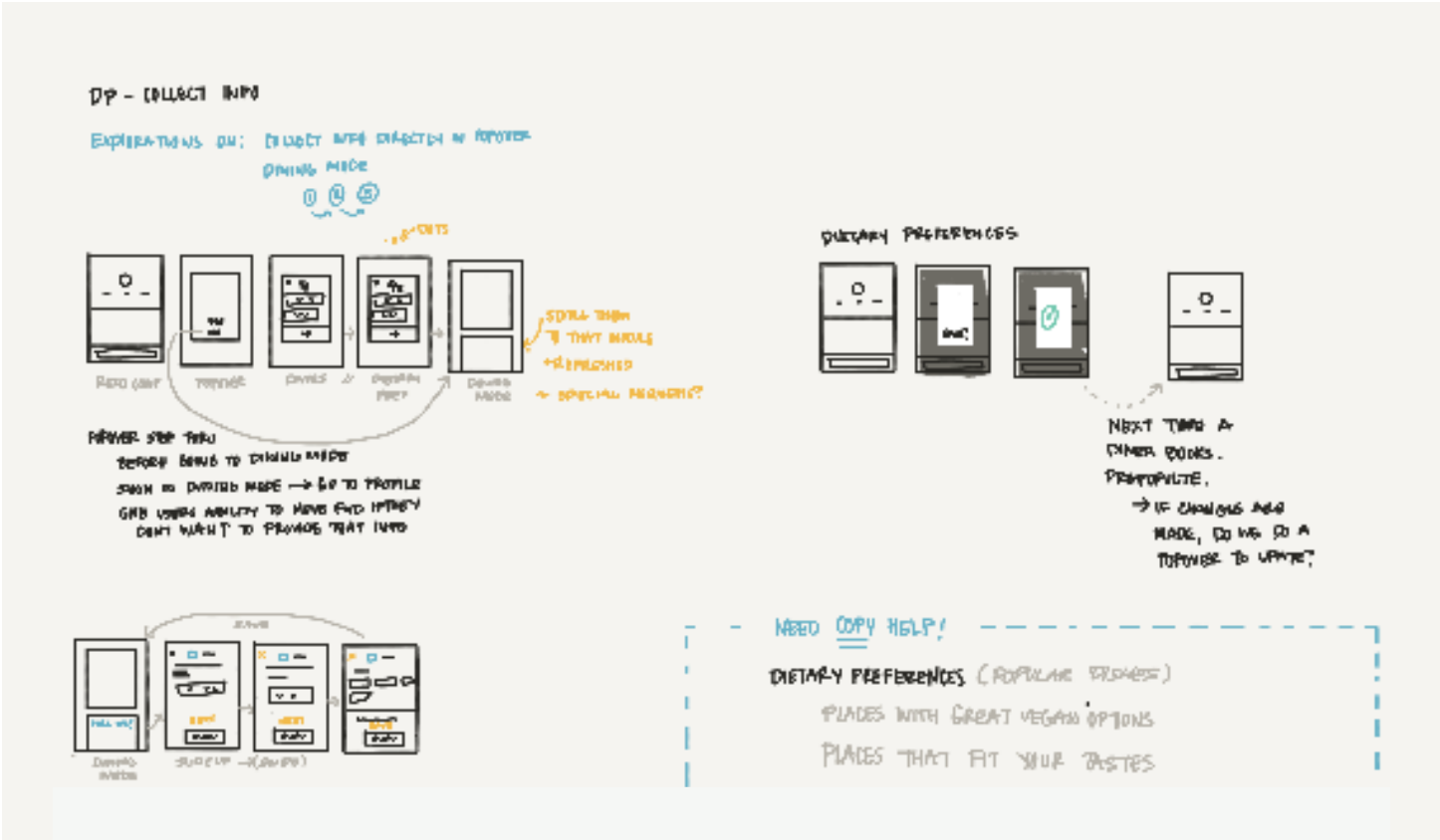
April 2014

May 2015

OPSWAT - Product Designer

1 of 3 product designers working on all marketing visuals, web and enterprise products.

- Designed the first released iteration of the MetaDefender dashboard experience as the sole designer.
- Led initial research, information architecture, and V1 designs of MetaDefender kiosk experience.
- Redesigned and integrated new software features from Red Earth Software acquisition into existing platform.
- Designed and developed Metascan chrome extension with HTML, CSS, and Javascript. Managed by back end developer.
- Partnered with engineering and design partners to redesign opswat.com 1.0.
- Evolved the company's brand identity and web-based products.



OPENTABLE - Diner Profile

Improve the dining experience through diner personalization.

Role

Mobile design lead

Platform

iOS

Background

OpenTable currently has a diner database of over 50 million diners from around the world, yet knows little to nothing about them. What we do know about them isn't shared between our consumer and restaurant products in a consistent manner.

Problem

We don't know enough about our users to personalize their in-product or dining experiences.

Goal

The primary goal of this project is to learn more about our diners in order to provide a better experience in two ways:

- Help restaurants improve dining experiences through hospitality
- Provide value to diners on OpenTable via recommendations and more personalization in the product

In addition to that, some added business values include:

- Third parties and POS integrations can give us more information about our users such as restaurant-loyalty, average check size and more
- Marketing can improve ROI with better targeting
- Initial explorations around social network; how diners on our network can see fellow diner reviews and follow influencers

Summary

Due to the large scale of this initiative, I worked with a design partner to break down and chunk out smaller goals to align with our 2 week technical sprints and into quarterly goals for the year. I first took a high-level look at the potential pieces of data for collection and examined how each piece can be used to demonstrate immediate value in our product, from which I assembled a first draft of product requirements. We ran a design sprint session (based on Google's format) with designers, product managers, engineers, and key stakeholders from both sides of the business and incorporated their feedback. From this, we established guiding principles and clarified our short and long term goals.

For the first release, we focused on collecting three pieces of information from our diners: *birthday*, *anniversary*, and *dietary preferences*.

There were several aspects of this that were challenging:

At this stage, designs for this feature had to be minimal and could not surface before or interrupt the users' booking flow, which might result in a drop in conversion. I had to work with 2 backend teams, my platform iOS development team, 3 different product managers, and the restaurant platform team which resulted in continual changing timelines, competing priorities, requirements, and technical roadblocks. Misalignment and miscommunication of technical feasibility on the approved design resulted in delayed timelines and engineering push back on more delightful but "immeasurable" interaction designs.

In the end, we were able to ship a v1 experience on the iOS platform, with the collected data communicating through to the restaurant side of the product, and a **7.34% completion rate** of the 2.1m diners who've viewed the component since it's 100% release in late July. An added bonus that resulted from the project was the introduction of our brand into the product - a real first and thought out integration of how we can inject brand and delight into our product experience. I was also able to use this project as an opportunity to introduce and establish a set of illustrated placeholder avatars into our design system as well as initiate the redesign of our User Profile tab, which is underway.

Learn more

OpenTable App store

<https://itunes.apple.com/us/app/opentable/id296581815?mt=8>

Sprint deck

<https://www.yuemaggie.com/resources/diner-profile/design-sprint-dp.pdf>

Brand avatar proposal

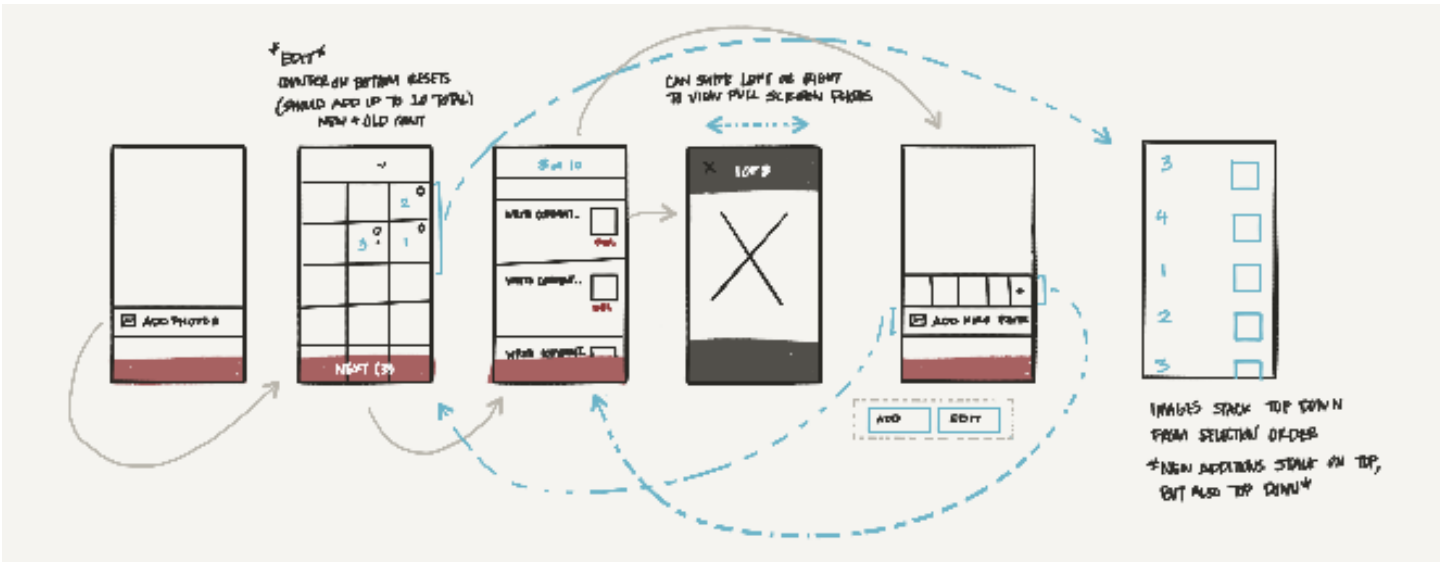
<https://www.yuemaggie.com/resources/diner-profile/avatar-explorations-dp.pdf>

Presentation

<https://www.yuemaggie.com/resources/diner-profile/diner-profile.pdf>

Video demo

<https://youtu.be/8wc9TznwTWO>



OPENTABLE - Photos Experience

Improving & introducing the photo experience on the mobile platform.

Role

Design lead

Platform

iOS & Android

Background

In early fall of 2017, I was the designer responsible for introducing a way for diners to upload photos of their dining experience within the reviews flow. Some of the technical constraints that exists in the current implementation of photo uploads experience are:

- The # of photos that can be uploaded into our photos service
- The human moderation required post photo upload, pre-publish
- the photos being attached to each review written
- Photo sizes being auto cropped to 1:1 ratios
- Captioning support being integrated within the photos flow
- The photos gallery being connected to the (now deprecated) Instagram API and Foodspotting API services.

Recently, I've been given the opportunity to reevaluate, overhaul, and consolidate this experience with the introduction of a new photos upload experience through the Restaurant Profile page within mobile native platforms.

Problem

Currently, diners are constrained to uploading photos of their dining experience to the reviews flow post dining and only if they were the ones to make the reservation.

Goal

Create a photos experience where diners can easily add content as well as give & receive feedback on that content.

In addition to that, some added business values include:

- Photo uploads allows OpenTable to own those photos, which we can then use in partner APIs.
- More photos means more content, which helps OpenTable on Apple Maps (we're positioned more highly by amount of content). Currently, OpenTable has been able to displace Yelp in 80% of listings.

Summary

For the OpenTable product, designing and implementing a photos experience would be a relatively new initiative but not so much for its competitors or countless other digital products. With both the first designing and rehaul of this, I started off with some high-level competitive analysis of how photo experiences worked, and evaluated what common elements, interactions, and components were important to our business. Based on that analysis I clarified short-term and long-term plans by understanding data we already had (ex. existing APIs), and planning for data we didn't yet have (ex. by putting in requests to the photo services' team and other departments). I was able to assemble a first draft of the components we'd ideally implement while making sure the solution would also scale to fit future components as it scales up. I partnered with my product manager to **outline and plan out the product road map** for how design and development would move forward with the incremental implementation of these components.

1. Create a clear way to upload photos from the restaurant profile and from the reviews flow. Specifically for this round, create a way to upload from restaurant profile without the ability to add captions, thus creating a delta from the initial design of the review flow.
2. Add a name identifier (first name, last initial) to each photo to tie each photo to the user.
3. Add an upvoting capability to each photo so that users can give/receive feedback on which is most helpful to them when making their restaurant selection.
4. Overhaul and design a consistent experience between the 3 varying photo views in the product.
5. Define logic and implement strategy behind push notification cadence in order to return users into the app.
6. Add action to add photos when a diner visits a restaurant profile for a restaurant they have visited in the past.

The new photos upload experience is currently being A/B tested, with **25%** of users tapping on the entry point actually uploading a photo. Additionally, of the 10% of users we've released this to, we've seen a **48%** increase in photo uploads.

While this feature is currently still hidden behind some testing walls, I am continually working with my engineering partner to explore ways we can keep on iterating and improving the experience (ex. 90% of our app users allow location permissions - how do we take that and intuitively surface relevant photos during the flow, either through geolocation tracking or even tracking the camera activity during reservation times and surfacing photos taken within that reservation window).

Learn more

Photo viewer competitive audit

<https://www.yuemaggie.com/resources/photos/photo-viewer-comp-analysis.pdf>

Photo upvoting deck

<https://www.yuemaggie.com/resources/photos/upvoting-photos.pdf>

Presentation

<https://www.yuemaggie.com/resources/photos/photos-experience.pdf>

Video demo

<https://www.youtube.com/watch?v=PEypxSSioCk>