

Crystal Ma

Product Designer

A designer and team lead who's spent seven years making the unglamorous parts of software – paying, upgrading, migrating – feel like someone was thinking of the person on the other side. I like hard problems with clear edges and room to solve them properly.



EXPERIENCE

Sabbatical – Apr 2026 to present

Loom (Atlassian), Senior Product Designer – Jul 2023 to Apr 2026

- Nobody likes migrations. I designed Loom's move into Atlassian for 40 million customers and beat retention goals by making it feel like an upgrade rather than a disruption.
- Designed the trial experience for Loom AI around a single principle: let people feel the value before buying. \$1.95M net-new ARR in two months.
- Led design for a pricing and packaging restructure, building a visual system that made the new tier read as the obvious choice. Four phased A/B tests drove \$2.85M annual net-new ARR.
- Redesigned the downgrade flow so leaving felt as considered as signing up. Net-new MRR up by 35.5%.
- Established reusable patterns, including a quarterly launch modal other teams still use three years later.
- Interviewed candidates and mentored junior designers taking projects from concept to ship.

Loom, Product Designer – May 2022 to Jul 2023

- Ran experiments across signup, onboarding, trial, and upgrade. \$2M ARR in the first year.
- Built Loom's monetization design practice from scratch. Made experimentation frameworks and workflows with data science and product marketing.

Angi, Product Designer – Dec 2020 to May 2022

- Founding designer on Angi Key: designed and launched the paid membership product and its sub-brand while Angie's List and HomeAdvisor merged.

Livly, Product Designer – Aug 2019 to Dec 2020

- Designed across Livly's property management apps, including a 0-to-1 amenity booking tool that spun off into its own product.
- Led improvements to design system and team processes.

CONTACT

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EDUCATION

University of Chicago

B.A. Economics and Art History
Phi Beta Kappa

FOCUS

End-to-end product design
Experimentation and A/B testing
Visual and interaction craft
Design systems
0-to-1 and new product launch
Growth and monetization

TOOLS

Figma
Claude Code

INTERESTS

Painting
Fiber arts
Contemporary dance