jay ma

UX & Product Designer

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experience

Lead Designer | XBoost

Remote | July 2020– Present

- Lead design decisions as the first designer at a biotech startup, gamifying physical therapy through VR technology and robotics.
- Independently contributed industrial design sketches, UI components, and UX thinking to design wearable devices and VR games.
- Iterate design solutions with weekly feedback from engineers to accommodate mechanical/technical limitations.
- Awarded a $50,000 grant from the National Science Foundation Innovative Corps, after previously earning a $2000 grant.

Product Design Intern | Uber

Seattle | June 2019 – September 2019

- Improved the user flow to help rental drivers select a vehicle for their first trip.
- Redesigned UI components for the driver app to communicate vehicle info, while staying accessible, scalable, and consistent with Uber's design systems.
- Documented design specs for UX research, product, and engineering teams from research to ideation to delivery.
- Identified driver pain points by aiding UX research teams during 5 interviews.
- Presented work and participated during weekly critiques with stakeholders.
- Collaborated with engineers to ensure feasibility for implementation of MVP.
- Eliminated vehicle errors by 26% by ensuring drivers go online with the right vehicles, with no degradation of supplier & Uber support costs.

Graphic Designer | Husky Badminton Club

Seattle | January 2018 – September 2020

- Led design efforts to create graphics/ apparel for club members and the club's annual Husky Open tournament.
- Grew the Husky Open tournament to be one of the largest badminton tournaments in the PNW, with over 230 competitors and $5000+ worth of prizes in 2020, featuring national champions and Olympic athletes.
- Managed the club's BLM fundraiser by designing, producing, and shipping stickers, raising over $1600 in donations for 70+ racial justice organizations.

Stage Designer | TEDxUofW

Seattle | November 2017 – May 2018

- Conceptualized and built four interactive lobby experiences to increase engagement for hundreds of audience members while staying within the team's $150 budget.
- Collaborated with the web design and visual design teams to develop a cohesive TED design brand.

skills

UX Research
Competitive Analysis
User Interviews
Journey Mapping
UI Design
Wireframing
Prototyping
Motion Design
Storyboarding

tools

Figma
Sketch
Principle
Adobe XD
Photoshop
Illustrator
InDesign
HTML
CSS
Javascript

education

University of Washington
BDes in Industrial Design
Class of 2020
Dean's List
UW Academy Student

Achievements

2019-2020 Steve & Gail Kaneko Endowed Scholarship in Industrial Design Recipient

INFO 200 Best Final Project

DubHacks '18 Facebook Choice