XIN MA

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WORK EXPERIENCE

Product Designer | Disney (DPEP)

October 2023 – Present • *Contract*

Worked on redesign of shopDisney website including improving e-commerce experience across website and mobile apps; Designed and maintained style guide for best practices on UI design.

Product Designer | Alaska Airlines

Aug. 2021 – June 2023 • *Contract*

Oversaw modernization of access management UI; Increased security measures and decreased fraud through designing a more seamless login experience.

Continually audit the health of digital experiences to ensure they meet consistency and design standards by working with UX research and analytics.

UX/UI Designer | Rescueskin Laboratories

Dec. 2020 – Present • *Freelance*

Conduct UX strategy plan and code ready designs for rebranding; Develop design tenets based on business vision and user goal. Redesigned digital information hierarchy, gestural interactions and UI graphics.

Product Designer | Smart Object

July 2020 – April 2021 • *Freelance*

Improved usability problems for various clients in retail, e-commerce, health and wellness industries through qualitative user research. Iterate system-level UX flows and seamless experience; Design UI modules, mockups, and guidelines.

UX/UI Designer | Nuleep

March 2020 – June 2020 • *Contract*

Lead on UI and visual design direction for mobile application and website redesign; Designed mobile and desktop web experiences that maximize conversion, from ideation through execution.

EDUCATION

General Assembly

UX Designer Immersive

2020

UC Santa Barbara

B.S. Sociology

2016

PROJECTS

American Giant (Freelance)

UI Designer| May 2022 - Oct. 2022

Worked on redesigning website to better align with rebranding guidelines. Implemented best practices for overall information architecture & usability of site.

SKILLS

Design & Tools	Research
Figma	Contextual Inquiry
Sketch	Competitive Analysis
Marvel	User Flows
InVision	Card Sorting
Adobe XD	Persona Building
Zeplin	Rapid Prototyping
Photoshop	Journey Mapping
UX Writing	
Miro	**Language**
Content Strategy	English
HTML & CSS	Cantonese