

XIN MA

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WORK EXPERIENCE

Product Designer | Freelance

March 2026 – Present

Juggled various client projects under a branding agency where I drove the design process for e-commerce sites. I utilize AI tools to collaborate with development and stakeholders.

Product Designer | Disney (DPEP)

October 2023 – August 2025

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

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

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

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.

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

Figma
Sketch
Marvel
InVision
Adobe XD
Zeplin
Photoshop
UX Writing
Miro
Content Strategy
HTML & CSS
Bolt.dev
Figma AI
Claude

Research

Contextual Inquiry
Competitive Analysis
User Flows
Card Sorting
Persona Building
Rapid Prototyping
Journey Mapping

Language

English
Cantonese