Xuefei(Jasmine) Ma

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Summary of Qualifications

- Graduate training in UX Design in UofT spanning interaction, service design, and accessibility; converts complex, policy-heavy processes into efficient, recoverable task flows suited to digital-first, fast-paced teams.
- Defaults to AODA/WCAG 2.2; balances copy, contrast, keyboard, and error/empty/recovery paths for reliable, efficient UX.
- Centers repeatable research—usability tests, heuristics—with structured synthesis and microcopy variants; sets metrics (task time, steps, retries) to prove impact.
- Communicates with clear, traceable writing; cuts through ambiguity, welcomes critique, and iterates fast.
- Works with engineering and product to surface constraints (security, roles/permissions) and deliver implementable, rollback-ready solutions; toolset includes Figma, FigJam, Miro, Jira, Azure DevOps, and Adobe CC, with SharePoint/WordPress used for internal portals when needed.

Education

University of Toronto
Toronto, Canada
Master of Information — User Experience Design
Sept 2023 – August 2025

- Dean's List: 2023–2024, 2024–2025
- Relevant coursework: Interaction Design; Information Architecture; Service Design; UX Research & Usability Testing; Accessibility (WCAG/AODA); Content Design & Microcopy; Prototyping & Handoff; Visual Analytics; Digital Transformation

Queen's University
Kingston, ON
Bachelor of Computing — Computer Science
Sept 2017 – May 2021

- Dean's List: 2020–2021
- Relevant coursework: Web Development; Software Engineering; Database Systems; Algorithms & Data Structures; Operating Systems

Working Experience

SEO – Web Development Assistant
Toronto, ON
Ontario Public Service, Enterprise Applications
May 2025 – Present

- Redesigned dense admin workflows into stepwise, bulk-friendly tasks with inline validation and plain-language error/empty microcopy to cut friction; instrumented 3 KPIs (task time, steps, retries).
- Codified component-driven UI in Figma (states/variants, usage notes, acceptance) and async briefs to keep copy and behavior consistent across 2 platforms.
- Ran task-based usability (n=5) and content audits to refine labels, helper text, and state logic, reducing ambiguity before handoff.
- Partnered on RBAC and security, writing warning/confirmation/rollback copy to meet AODA/WCAG 2.2 and support safe recovery.

Operations & UI/UX Developer (Co-op)
Toronto, ON
Ontario Public Service, CAC
September 2024 – April 2025

- Re-architected SharePoint IA after scans of 3 peers, clarifying menu labels and task hierarchy to shorten routes to key tasks.
- Led accessibility QA to WCAG 2.0–2.2, tightening link/alt text, keyboard flow, and focus order on priority screens.
- Rewrote a 2-step security flow with progressive disclosure and stateful validation messages to curb dead-ends and ease recovery.
- Set a weekly async review with tone guidance and content change notes, reducing reliance on standing meetings.

Learning & Development Assistant (Internship)
Toronto, ON
Ontario Public Service, MCCSS
May 2024 – August 2024

- Designed accessibility-first e-learning flows in Articulate 360/Vyond with plain-language prompts, captions, and transcripts to improve completion quality.
- Built a centralized SharePoint hub with clear taxonomy, page titles, and versioning as a single source of truth for 1 L&D unit.
- Analyzed learnON engagement in Power BI to tune quiz feedback and pacing; planned 2 KPIs (completion rate, time-on-task).

Freelance Product Development Lead
Remote
Flourish Development
October 2023 – January 2024

- Ran discovery interviews (n=5) and synthesized insights into personas and key tasks to inform a content-first IA and scoped MVP.
- Facilitated stakeholder communication via weekly async updates and plain-language roadmaps; produced a voice-and-tone guide from scans of 3 competitors.
- Delivered a WordPress/Elementor prototype to validate 3 core journeys before engineering commitment, capturing early task-success signals.
- Defined acceptance criteria and help/empty/error microcopy with 2 KPIs (task success, time-on-task) to align launch quality and analytics.

Web Developer
Charlottetown, PE
Redding Designs
November 2021 – July 2023

- Shipped accessible, responsive front-end for 10+ WordPress sites using HTML/CSS/JavaScript and low-code layouts (Elementor), passing WCAG 2.0 AA and AODA checks.
- Integrated RESTful APIs across 2 systems to automate booking/CRM and extended PHP/JS templates with reusable UI snippets to standardize patterns.
- Managed version control in Bitbucket—branching and PR reviews—to keep code quality high and maintain 1–2 week handoffs.

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- Built a low-code block library and global styles in Elementor to standardize layouts and speed page builds across 3 site templates.

Project

Global Supermarket Profit Analysis Dashboard   *Toronto, ON*
Freelance Project   *June 2025*
- Scoped questions and KPI taxonomy via 3 stakeholder interviews and a dataset audit, aligning decisions before build.
- Built a Power BI model with DAX measures, slicers, and drill-through to compare 5 regions across 4 time ranges.
- Designed data visualizations—cards, bars, maps—with plain-language titles/legends and accessible contrasts (WCAG 2.0 AA).
- Ran hallway tests (n=5) to refine labels/tooltips and tracked 2 KPIs (time-to-insight, repeat visits) to steer iterations.

Team Member & Project Coordinator — Voting Platform   *Toronto, ON*
University of Toronto — Service Design   *May 2025*
- Mapped end-to-end user journeys and 4 service touchpoints, then drew a service blueprint to surface backstage/frontstage gaps.
- Led moderated research (n=6) and synthesized insights into opportunity areas, content priorities, and risk assumptions.
- Produced diagrams in FigJam (journey maps, swimlanes, ecosystem maps) and mid-fi Figma flows with recovery microcopy.
- Set success measures (task completion/time/errors) and iterated 2 rounds to converge on a clearer first-time voter experience.

Indoor Navigation of UofT Library   *Toronto, ON*
University of Toronto — Capstone   *Sept 2024 – Dec 2024*
- Ran mixed-methods research with consent forms—designed questionnaires and protocols—to collect 20+ interviews and 100+ surveys across library tasks.
- Built a reusable component set in Figma (nav cards, step indicators, alerts, map tiles) with states/variants and content rules to standardize 3 core flows.
- Applied WCAG 2.2 and prototyped desktop/mobile wayfinding with recovery microcopy; tracked 2 metrics (task time, wrong-turn count) in moderated tests.
- Shipped developer-ready specs and acceptance criteria (behaviors, empty/error/confirmation) to support consistent implementation.

Volunteer

Marketing VP   *Toronto, ON*
University of Toronto Allegro Choir   *June 2024 – June 2025*
- Designed a scalable collateral system—bilingual templates for posters, tickets, and programs—in Canva/Photoshop with a small UI style guide (type scales, color tokens), meeting AODA/WCAG 2.0 AA.
- Built a Buffer content calendar and codified voice-and-tone plus caption patterns in English/Mandarin to keep messaging consistent across 2 channels.
- Produced promos and behind-the-scenes cuts; set thumbnail/layout rules and hook microcopy, tracking 2 KPIs (views, click-through) to iterate creatives.
- Centralized audience Q&A and wrote plain-language replies and FAQs, reducing back-and-forth on event logistics; monitored unique threads/week to guide updates.

President   *Kingston, ON*
Queen's University Chinese Student Association   *Sept 2018 – Apr 2020*
- Led a 50+ team across marketing/ops/partnerships, running concurrent workstreams for Orientation Week and the Cultural Festival with a single source of truth in Notion.
- Published 60+ bilingual posts on WeChat and Instagram reaching 500+ students, using A/B caption variants to refine voice and calls to action.
- Triaged day-of issues with a 3-step escalation checklist and comms templates (venue, sponsor assets, tech cues) to stabilize timelines under pressure.
- Facilitated cross-team standups and retros; turned lessons into runbooks and checklists to speed planning for the next 2 major events.