

Ethan Ma
ethanma.ca

Designer & Developer

I am a user-experience designer that believes in responsible and sustainable solutions designed for the future.

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Skills

Design	Product Design, Visual Design, Interaction Design, Prototyping	Figma Adobe Suite	Principle Sketch
Development	Web Development, Physical Computing, Game Design, Android	Javascript Processing	Java Node.js

Design Experience

Advesa Digital Design Intern May - Aug '19	Wireframed, prototyped and user tested the sign-in and onboarding flow for a V1 payment purchasing platform. Day-to-day included attending daily standups, collaborating with cross-functional partners, designing in Illustrator/XD, and prototyping in Principle/Invision.
Workestra Interaction Design Sept - Dec '20	Researched and designed new interactions to reduce social isolation in remote work. Developed a live prototype using Javascript and Node.JS. Project presented at SFU's annual undergraduate conference.
Moonboard UX Product Design Jan - Feb '19	Redesigned a mobile climbing app with an improved navigation system and a new social feature to build the MoonBoard community. Led the interaction design and prototyping using Figma, Principle, and Premiere Pro.
Touchpoint Conference Feb '19	General volunteer at Touchpoint, an annual UX conference that hosts talks and networking events with industry professionals.

Development Experience

Up Top! Web Development Jan - Apr '21	Designed and developed an experimental web app that allows users to high five each other virtually. Developed the interaction using Node.js, Paper.js, Handtrack.js, and Socket.io. Conducted six user tests remotely.
NWHacks Jan '19, Jan '20	Participated in a 24-hour hackathon hosted at the University of British Columbia. Designed and developed the front-end for a mobile music app.

Education

Simon Fraser University Bachelor of Science	School of Interactive Arts and Technology President's Honor Roll, 2020	2017 - 2022
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