

Grace Ma

PORTFOLIO

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EMAIL

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EDUCATION

University of Waterloo

Bachelor of Global Business and
Digital Arts - Graduating June 2021

EXPERIENCE

Product Designer (contract) — Friendly Studio

SEPTEMBER 2020 TO PRESENT — TORONTO, ON (REMOTE)

Generated numerous iterations and designs for various features of a client's iOS mobile app and gathered requirements through collaboration with app founders.

TOOLS

Figma	Sketch	Adobe CC
InVision	Principle	Framer

Product Design Intern — Facebook

JUNE 2020 TO AUGUST 2020 — SEATTLE, WA (REMOTE)

Led design for feature on internal design tool on the Ads and Business Platforms team.

Collaborated with cross-functional partners (designers, engineers, and content strategists) to determine high level strategy and implementation of the project.

Created mockups and interactive prototypes, planned and conducted usability testing.

SKILLS

Product Thinking	Prototyping
Usability Testing	Visual Design
Design Systems	Wireframing
User Research	HTML/CSS

UX Design Intern — Deloitte Digital

MAY 2019 TO DECEMBER 2019 — TORONTO, ON

Worked with diverse teams (product managers, engineers, clients) in agile sprints in order to produce design solutions through rapid prototyping and best UX practices.

Responsible for many user stories - created wireframes and prototypes to meet business requirements and client standards, advocated for user-centered solutions.

ACCOLADES

First Place

DeltaHacks 7 (2021)

Third Place

DMZ Fidelity Hackathon 2019

Bronze Prize

Elevate Tech Jam 2019

Top 5 Finalist

DeltaHacks V (2019)

First Place

uXperience Design Camp 2018

Best Pitch

StarterHacks 2018

First Place in Category

Equithon 2018

Design Intern — Cover

MAY 2018 TO AUGUST 2018 — TORONTO, ON

Produced high-fidelity app prototype in Principle, and performed A/B testing for app onboarding process to determine sales generation potential.

Launched ad campaigns intended to increase user acquisition, and closely monitored analytics to create targeted iterations of marketing materials.

PROJECTS & COMMUNITY

Product Designer — UW Blueprint

JANUARY 2019 TO APRIL 2019, JANUARY 2020 TO PRESENT — WATERLOO, ON

Design Director (previous) & Product Designer — StarterHacks

MAY 2018 TO AUGUST 2020 — WATERLOO, ON