

# grace ma

product designer

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## experience

### User Experience Design Intern @ Deloitte Digital

Summer 2019 • Toronto, CA

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 numerous user stories - created wireframes and prototypes to meet business requirements and client standards while advocating for user-centered solutions

### Design Director @ StarterHacks

Summer 2018 to 2019 • Waterloo, CA

Led a team of 5 designers to curate the creative direction of StarterHacks 2019, designing the main website which attracted 1300+ applications.

Responsible for creating timelines and delegating tasks for various design projects, such as responsive web designs, dashboards, native apps, and brand guidelines.

### Product Designer @ UW Blueprint

Winter 2019 • Waterloo, CA

Worked directly with NPO client in order to build product that analyzes study data for biases. Collected research to understand international users, and perform audit of existing demo to find pain points and improve usability.

### Design Intern @ Cover.com

Summer 2018 • Toronto, CA

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

Produced high-fidelity app prototype on Principle and performed A/B testing for app onboarding process, to determine sales generation potential. Responsible for design of press section of website ([cover.com/press](http://cover.com/press)).

## projects

### Janus: Connecting students for side projects

UW Entrepreneurship Society • Fall 2018 to present • Waterloo, CA

Managed a team of 3 designers and 7 developers in order to build a platform that connects students looking to create or join side projects.

Conducted user interviews and card sorting activities to understand user pain points and needs, which were then applied to wireframe and high-fidelity designs.

## education

### Bachelors of Global Business and Digital arts

University of Waterloo

September 2016 to present  
(expected June 2020)

## skills

User experience design

User interface design

Usability and concept testing

Visual design

Information architecture

User research

## tools

Adobe CC

Figma

Sketch

InVision

Principle

Balsamiq

## code

HTML/CSS

Processing

## accolades

**First Place@** uXperience

Design Camp 2018

**Best Pitch Award @**

Starterhacks 2018

**First Place** in Access to

Education Category @

Equithon 2018