Grace Ma

PORTFOLIO www.gracemmaa.com

EMAIL g8ma@uwaterloo.ca

EDUCATION

University of Waterloo

Bachelor of Global Business and Digital Arts - Graduating June 2021

TOOLS

Figma   Sketch   Adobe CC
InVision   Principle   Framer

SKILLS

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

ACCOLADES

Third Place
DMZ Fidelity Hackathon 2019

Bronze Prize
Elevate Tech Jam 2019

Top 5 Finalist
DeltaHacks V

First Place
uXperience Design Camp 2018

Best Pitch
StarterHacks 2018

First Place in Category
Equithon 2018

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.

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 usabilty testing.

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.

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