

Karen Ma

karenma.me | karenma333@gmail.com | [linkedin.com/in/karenma333](https://www.linkedin.com/in/karenma333)

Product designer — using human-centered design principles in conjunction with technical skills to improve products from long-term product strategy to user experience and developer hand-off.

SUMMARY

Skills Human-Centered Design | User Research | Product Strategy | Requirements Gathering | User Testing | Product Management | Qualitative Ethnography

Software Axure | proto.IO | Adobe XD | Figma | JIRA

EXPERIENCE

NextCapital

Full Stack Product Designer

Oct 2018 - now

Previously: Product Design Intern (June 2018 - Aug 2018)

- Created design backlog by determining and prioritizing business requirements from external clients and internal stakeholders
- Drove the entire product lifecycle from requirements gathering to solution definition, implementation strategy and product validation.
- Discovered product usability gaps by leading user research efforts and content strategy
- Managed multiple agile teams by running stand-ups, sprint planning and retrospectives
- Contributed to design and product culture by creating designer guidelines, mentoring new designers, improving internal processes and supporting recruitment efforts

UCSD Design Lab

Research Assistant

Jan 2017 - June 2017

- Conducted interviews with stakeholders in current mobility projects in Downtown San Diego as well as with leaders of civic engagement workshops in San Diego
- Prototyped our civic engagement process design by overseeing groups apply the process to solve real-world mobility challenges.
- Reviewed competitor solutions for shortcomings and areas of improvement

PROJECTS

Flexible Travel Planning

- Developed product strategy and business model using human-centered design process
- Created branding options and used A/B testing to test audience appeal and interest
- Refined idea with user interviews using paper prototypes, sample storyboards, and service enactments
- Pitched idea to potential investors with a final prototype created using Adobe XD

EDUCATION

University of California, San Diego

BS Cognitive Science (Human Computer Interaction) — March 2018

Minor: Computer Science

ACTIVITIES

Alpha Phi Omega (Service Fraternity) - Pledge Guardian Chair

Distributed Cognition - Instructional Assistant

Jul 2017 - Jun 2018

Mar 2017 - Jun 2017