

# Karen Ma

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Product designer — using human-centered design principles in conjunction with technical skills to find solutions and successfully see them to completion

## SUMMARY

**Skills**            Product Strategy | Requirements Gathering | User Research | Technical Design | Qualitative  
Ethnography | User Testing | Product Management | Implementation Strategy

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

## EXPERIENCE

**NextCapital — Lead Designer**

Sept 2019 - Present

*Previously: Full Stack Product Designer*

*Oct 2018 - Sept 2019*

### Lead Designer

- Drove the entire product lifecycle from requirements gathering to solution definition, implementation strategy, and product validation
- Defended and defined product requirements by leading user research efforts, user experience design processes, and content strategy
- Determined technical specs for designs by reviewing and negotiating visual designs and business requirements with constraints
- Contributed to design and product culture by mentoring new designers, improving internal processes, creating design guidelines and supporting recruitment efforts

### Squad Lead

- Managed multiple agile teams by running stand-ups, sprint planning, and retrospectives
- Created design backlog by determining and prioritizing business requirements from external clients and internal stakeholders
- Guided projects to completion with regular client meetings and accommodating for scope changes

## 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) — 2018

Minor: Computer Science

## ACTIVITIES

Alpha Phi Omega (Service Fraternity) - Pledge Guardian Chair

Jul 2017 - Jun 2018

Distributed Cognition - Instructional Assistant

Mar 2017 - Jun 2017

Design Lab: Design4SD - Research Assistant

Dec 2016 - Jun 2017