Karen Ma

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SUMMARY

Skills   Product Strategy | Requirements Gathering | User Research | Technical Design | Qualitative Ethnography | User Testing | Web Analytics | User Experience Design

Software   Axure | Adobe XD | Figma | Sketch | Google Analytics

EXPERIENCE

NextCapital — Lead Designer   Sept 2019 - Present
Previously: Full Stack Product Designer   *Oct 2018 - Sept 2019*

Currently scoping and designing out a new service in our B2B2C retirement planning product vertical to allow users a fast track to sign up for and update their managed accounts.

- Defining product requirements by conducting user research - qualitative and quantitative for problem discovery and user testing using SurveyMonkey, UsabilityHub, in-person moderated user testing/research sessions

- Review and defend designs with key stakeholders using UX artifacts such as use case diagrams, user stories, personas, journey maps, and user research data

- Create specifications of user behavior flows and UI designs with references to internal visual design system for successful handoff to developers

- Measured product success and reviewed product improvement opportunities by designing and tracking web analytics using data analytics software, Looker, and built-in Google Analytics.

- Mentoring less experienced designers by reviewing user research plans and UI design compliance to internal design system

- Shaping design culture through mentorship, hosting Brown Bags, conducting design critiques, and building out new design processes and guidelines by pioneering the incorporation of user research into existing design process

Design4SD — Research Assistant   Jan 2017 - Jun 2017

I worked in the UCSD Design Lab under Steven Dow and Narges Mayhar working on investigating better ways to encourage and promote participatory design when it comes to civic design challenges. Check out the current status of the project here - https://d4sd.org/.

- Contributed to secondary research by reading existing literature on solutions and their shortcomings
- 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 a civic engagement process design involving mentoring student groups to solve mobility challenges.

EDUCATION

University of California, San Diego
BS Cognitive Science (Human Computer Interaction) — 2018
Minor: Computer Science