

# 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            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**.
- Defended and defined product requirements by **leading user research efforts, user experience design processes 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.
- Examined competitor solutions for shortcomings and areas of improvement through literature review

## 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