



KATHY MA

UI/UX DESIGNER

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SUMMARY

I am a UI/UX designer currently living in the Bay Area. I love to solve problems while innovating clean, structurally sound designs for an exceptional user experience. I have the ability to thrive in cross-functional environments due to a combination of strong interpersonal skills and balanced creative-analytical skill set.

EDUCATION

Bloc Inc.

Feb 2015 - July 2015

UX & UI Design Apprenticeship | www.kathyma.io

- 1-on-1 apprenticeship with an experienced UX professional
- Developed solid understanding of user-centered design principles
- Worked on four projects with responsibilities ranging from branding to conceptualization to front-end development
- Gained experience in HTML5, CSS3/SCSS, Javascript, and Liquid
- Consistently communicated design rationale and process to mentor

University of California, Irvine

Sept 2009 - June 2013

B.S. in Business Information Management

PROFESSIONAL EXPERIENCE

Rapid Consulting Services, LLC

Irvine, CA | Jan 2013 - May 2015

Product Manager

- Led development and launch of [Rapid Healthcare Inc's](#) new website, Rapid's healthcare vertical, in June 2014
- Product owner of [Wound Capture](#). Developed user stories and created wireframes for application
- Led technical team to complete first [Mother's Milk](#) installation at Pomona Valley Hospital Medical Center (PVHMC). Currently in use for over a year with 0 misfeed errors
- Built [PMR \(Patient Medical Record\)](#) to overhaul traditional paper-based patient records system. Supervised integration of PMR with mobile printers and external scanners
- Revamped entire design of [Item Manager](#) to match iOS 7 User Interface guidelines and integrate new workflow and functions to improve app functionality
- Drove internal awareness on product financial performance, customer analytics, competitive and industry trends using Google Analytics

Rapid Consulting Services, LLC

Irvine, CA | Jan 2012 - Jan 2013

Product Development Associate

- Led development of [Executive Suite](#). Received a 4.3 star user rating and over 100 downloads per month
- Worked with product management team to create custom applications for SAP Mobile Apps
- Created presentations on product launches to be presented to upper management team, focusing on project ROI and furthering company goals
- Consistently work with development team to test apps and resolve issues using Jira and TestFlight

SKILLS

GRAPHIC & WEB TOOLS

- | | | |
|---------------------------|-----------------------|-----------------------------------|
| • Adobe Suite CC | • HTML5 | • Google Analytics |
| • Git & Github | • CSS3 & SCSS | • Windows, Mac OSX, Linux |
| • Axure, Sketch, Balsamiq | • Javascript & jQuery | • EASE Apperian, TestFlight, Jira |
| • Wordpress | • Liquid | • Sublime Text 2, Filezilla |

LANGUAGES

- Fluent in Mandarin