



# KATHY MA

## UI/UX DESIGNER

650-283-6318 | [kathyxma@gmail.com](mailto:kathyxma@gmail.com) | [www.kathyma.io](http://www.kathyma.io)

---

### SUMMARY

I am a UI/UX designer currently living in the Orange County 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

#### UI & UX Design Apprenticeship

- Learned the fundamentals of design and mastered the principles of User Experience
- Produced User Interface designs for responsive websites and mobile apps
- Created user flows and wireframes with Adobe Suite
- Translated PSD mockups into webpages using HTML, CSS, and Javascript

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

- Rebranded Rapid's healthcare vertical with management team to establish [Rapid Healthcare Inc](#) in June 2014. Led development and launch of Rapid Healthcare Inc's new website
- Product owner of [Wound Capture](#). Developed user stories and created wireframes. Facilitated Sprint Planning meetings and daily stand ups to ensure solution was built out in 4 months
- Led technical team to complete first [Mother's Milk](#) installation at Pomona Valley Hospital Medical Center (PVHMC). Worked closely with hospital's IT and NICU teams for over 8 months to create a proof of concept and bring it to life. Currently in use for over a year with 0 misfeed errors
- Built [PMR \(Patient Medical Record\)](#) to overhaul traditional paper-based patient records system. Developed wireframes for iPad and iPhone/iPod Touch 5. 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
- Communicated product vision, feature roadmaps, product metrics and research findings to technical team through Basecamp. 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](#). Approved by SAP and is currently available on the SAP Store, Google Play, and Apple App Store. Executive Suite has 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               | • Windows, Mac OSX, Linux         |
| • Git & Github    | • CSS3 & SCSS         | • EASE Apperian, TestFlight, Jira |
| • Axure, Balsamiq | • Javascript & jQuery | • Sublime Text 2, Filezilla       |
| • Wordpress       | • Google Analytics    |                                   |

### LANGUAGES

- Fluent in Mandarin