

SARA MA

PRODUCT DESIGNER THAT CODES

CONTACT

sara.w.ma@gmail.com
Brooklyn, NY
sara-ma.com

EDUCATION

Pratt Institute

MS Information Experience
Design, Dec 2025 (anticipated)
GPA 4.0

Relevant coursework:

INFO-643: Information

Architecture/Interaction Design

*INFO-644: Usability Theory
& Practice*

INFO-606: Digital Accessibility

INFO-637: Programming UI

University of Southern California

BS Arts, Technology and the
Business of Innovation, 2018
Emphasis on Visual Design and
Venture Management
GPA 3.7

SKILLS

UX design, Information
Architecture, User Research,
Usability Testing, User-centered
design, Presentation, HTML,
CSS, Javascript

TOOLS

Figma, Marvel App, Invision,
Optimal Workshop, Zeplin, Adobe
Creative Cloud, Slack, Asana, Jira

EXPERIENCE

Design Technologist Intern, Gems Lab

May 2024 - Aug 2024

Redesigned the website landing page. Managed and documented the website migration process to official company accounts.

UX Designer, Freelance

Mar 2023 - Dec 2023

Created website templates for a digital agency using Figma.
Redesigned a consumer goods e-commerce website, increasing the conversion rate by 200% and reducing the bounce rate by 9%.

Head of Customer Experience Design, Cansera

Sep 2021 - Jan 2023

Created clickable prototypes, led user research, and moderated usability testing for a dashboard app for a National Cancer Institute contract. This resulted in \$2M in additional funding and an 87% user satisfaction rate.

Project Specialist, USC Michelson Convergent Science Institute

Aug 2018 - Jan 2023

Designed three iterations of (iOS and Android) native mobile applications and web app data dashboards implemented in clinical trials sponsored by USC, Genentech, and Fulgent Genetics. Designed a data dashboard powered by machine-learning models mapping cancer disease and treatment for a USC and Novartis collaboration.

Graphic Design Intern, Spring Studios

Jul 2017 - Sept 2017

Produced production-ready digital and printed graphics for 360 activation launch campaign for New York Presbyterian Hospital's HandsOnlyCPR.

PROJECTS

Amazon Music Design Challenge

Feb 2024- Mar 2024

Designed an AI-driven podcast discovery and recommendation feature.
Winner of the Best Application of AI Award out of 21 teams.

New York Public Library Website Redesign

Jan 2024- May 2024

Redesigned the library's e-book search and check-out experiences.
Conducted user interviews, card sorting, and tree tests.