

# Emily Ma

UX & Product Designer

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## EDUCATION

University of Washington - Seattle

EXPECTED GRADUATION: JUNE 2025

B.S. in Human Centered Design & Engineering; Minor in Informatics

- Coursework: User Centered Design, User Research, Visual Communication, Web Programming, Data Visualization

## EXPERIENCE & PROJECTS

Designer & Researcher, PlanIt

JUNE 2024 - AUGUST 2024

- Created a comprehensive group trip UI/UX project that streamlines the entire travel planning process by offering features including trip creation, scheduling, group chats, activity suggestions, polls, and more.
- Conducted comprehensive research through three interviews gathering insights on user pain points and preferences.
- Performed competitive analysis of four competitive apps, identifying gaps and opportunities, which informed the development of unique features in PlanIt.
- Prototyped 35+ high-fidelity, interactive mobile screens using Figma.

Co-Design Researcher, KidsTeam University of Washington

JULY 2024 - PRESENT

- Collaborated with a cross-functional team including educators, technologists, and designers to co-design technology solutions with 15+ children as partners, implementing collaborative inquiry and participatory design methods.
- Conduct user research and interviews to gather insights into children's needs and preferences, ensuring that the technology developed meets their diverse requirements.

Lead UX Researcher, DoorDash Usability Research, University of Washington

SEPTEMBER - DECEMBER 2024

- Led research to evaluate the usability of DoorDash Market, focusing on grocery delivery navigation, inventory management, and recommendations to identify pain points and opportunities for improvement.
- Conducted 5+ user interviews and usability testing sessions using think-aloud protocols, task observations, and qualitative methods to analyze user behaviors, needs, task success rates, and error patterns, uncovering inefficiencies in navigation and inventory handling.
- Synthesized research insights into actionable recommendations, collaborating with the team to propose design enhancements that improved usability and streamlined the grocery delivery experience.

Google UI/UX Certificate, (ID: MDDBXCKLK2A8)

APRIL - AUGUST 2023

- Empathized with users to define pain points, ideate solutions, create wireframes and prototypes.
- Conducted rapid prototyping in two industry inspired, time-sensitive design challenges.
- Learned basic UX research skills, conducting interviews, planning research studies, synthesizing results.
- Created storyboards, sketches, and low/mid fidelity wireframes to come up with solutions for users needs.

Sales Associate & Eyecare Advisor, LensCrafters

JUNE 2022 - JUNE 2024

- Created user-centered shopping experiences for customers using technologies integrated in the brand.
- Empathized and connected with patients to discuss pain points and needs for optical wear.

## SKILLS

**Tools:** Figma, Adobe XD, Miro, Wix, HTML/CSS, Python, Tableau

**Design:** UI/UX Design, Prototyping, Wireframing, User Research, Information Architecture, Usability Testing