

Crystal Ma



<https://www.crystalma.me>

crystalma.ux@gmail.com

UX/UI Designer

Education

Simon Fraser University

2012-2018

BA Linguistics

Minor in Communications

Design Lab

2021 - 2022

UX Academy

Skills

Design Knowledge

User research, UI & interaction design, branding, information architecture, responsive design, graphic design, visual hierarchy, usability testing & synthesis, journey mapping, wireframing & prototyping, HTML/CSS

Tools

Figma, Sketch, Adobe Creative Suite, Procreate, Wordpress, Webflow, Miro, Jira, Bubble, Visual Studio Code

Languages

English

Japanese (JLPT N2)

Experience

Publicis Groupe Japan

Experience Designer May 2023 - PRESENT

- Create mockups and prototypes in Figma; deliver user-centered design solutions.
- Manage multiple UX/UI projects, both independently and in teams, ensuring timely delivery.
- Collaborate with stakeholders, developers, and copywriters to create polished digital products.
- Conduct UX research to guide design decisions and optimize processes.

nae Inc.

Freelance UX/UI Designer JAN 2023 - PRESENT

- Lead Designer for medical software and head UI Designer for women's healthcare mobile app.
- Assist with localization, translation and UX writing/copywriting for digital touch points and in-house products.

Spectrum Tokyo

Freelance Editor OCT 2024 - PRESENT

- Translate UX/UI design articles from Japanese to English, promoting Japanese design insights to a global audience.

株式会社Tag

UX/UI Designer DEC 2022 - May 2023

- Design eDMs, webpages and assets that follow strict guidelines for channels including mobile/web, LINE, Rakuten, Instagram, Yahoo, etc.
- Assist team migration to Figma/Sketch, propose new design guidelines, build design system, etc.

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株式会社datagusto

Freelance UX/UI Designer SEPT 2022 - FEB 2023

- Designed an AI data whiteboard tool in collaboration with the product owner and engineers; developed information architecture, wireframes, and prototypes using Figma and Miro.
- Led the redesign of the company homepage, contributing to UX writing and graphic design.
- Organized and guided user research initiatives, applying design thinking methodologies.

株式会社Biz Freak

Product Designer APR 2022 - NOV 2022

- Created wireframes, prototypes, banners, and logos using Figma and Adobe Creative Suite.
- Collaborated with engineers and project managers to resolve design issues, revise HTML/CSS, and develop products using low- and no-code tools within an agile, lean UX environment.
- Acted as the primary design liaison with clients, taking ownership of projects and delivering high-quality, feasible design solutions.
- Served as the sole designer on key projects while also contributing to subpages, full website revamps, and additional digital assets as part of a collaborative team.