Aspen Ma
Product Designer

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PROFESSIONAL EXPERIENCE

Solstitium Design | *Freelance Product Designer*   2024 – Present

- Provided usability audits, user flows, wireframes, mockups, and prototypes for 4+ early stage startups and small organizations, iterating on the user interfaces in their products to reduce customer frustration

Fund1r
- Transformed legacy fintech designs on 80+ screens into a responsive mobile and desktop application, leveraging mobile-first design principles to enhance user experience across devices
- Partnered with business and engineering teams to develop the product roadmap, ensuring strategic goals and technical requirements are met

Orbifold AI
- Executed a complete overhaul of responsive website in Webflow with brand new landing page, blog, and careers page that increased average engagement time per user by 561%
- Designed and proofread 4 startup pitch decks in English and Mandarin, securing partnerships with 5 enterprise clients and leading to $5 million in seed funding

Konquer Club
- Launched new feature for hosts to control who can sign up for events organized on desktop and mobile app, with 10% adoption rate
- Evolved existing design system and Figma component library to ensure product consistency
- Delivered Figma user flow diagrams, wireframes, mockups, and clickable prototypes with annotations for developers to ship end-to-end solutions

Get Ourchive
- Revamped the filtering interface in an online content platform to follow modern design patterns used in comparative sites, making it more intuitive and mobile-friendly
- Paired quantitative data from card sorts with visual design principles to improve information hierarchy of search results when browsing, reducing user time to find desired content
- Worked with cross-functional engineers and product managers to define project requirements and engage stakeholders

Vorbeck Materials | *Graphic Design Summer Associate*   2022
- Used typography and color theory to create innovative marketing collateral such as product catalogs, brochures, flyers, and trade show signage in a fast-paced environment

EDUCATION

General Assembly | *User Experience Design Immersive Program*   Dec 2023
Maryland Institute College of Art | *Bachelor of Arts in Product Design*   May 2023

SKILLS

Tools | Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Optimal Workshop, HTML, CSS, Jira, Figjam, Miro