



# Shannon Ma

UI • UX • Product Designer

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## PORTFOLIO

shannonma.fr

## SKILLS

UI/UX Design  
Web Development  
Usability Testing  
Product Management  
Data Visualization  
Data Analysis  
User Research  
Sketching

## CODING

C  
Python  
Vue.js  
Node.js  
Java  
HTML5  
CSS  
SQL

## TOOLS

Figma  
Webflow  
Sketch  
Procreate  
Tayasui Sketches  
Canva  
Penpot  
Fusion 360  
Miro  
Notion  
Midjourney  
KREA

## LANGUAGES

Mandarin(native)  
English(C1-C2)  
French(B1)  
Cantonese

## EXPERIENCE

### INRIA



UI/UX Designer Intern

France 03/2024 - 09/2024

- Researched onboarding design methods in the dataVis field and created a design space; applied the findings to build a tailored **UX framework** for IPCC Interactive Atlas.
- Designed and prototyped 2 onboarding flows on **Figma**; ran **A/B tests** to compare usability and user engagement.
- Implemented the final onboarding interface using **Vue.js**.

### TENCENT



Product Owner CDI

China 09/2021 - 04/2022

- Launched a B2B DevSecOps suite by commercializing internal tools, generating **€2M+** revenue from **10+** clients.
- Collaborated with the design team to streamline **UI** across products, align with the enterprise standard.
- Defined product roadmap and **go-to-market** strategy, reached **30%** client conversion rate.
- Designed and delivered training sessions and product knowledge materials, reaching **1,000+** cross-functional staff.

### ALIBABA



Project Manager Trainee

China 06/2021 - 09/2021

- Analyzed **500+** support tickets to identify pain points, led a new **SOP** improving complaint resolution workflow.
- Coordinated cross-functional teams and supported on-site delivery of B2B cloud products and services.
- Supported the development and training of an **AI** emotion detection model; improved accuracy from **74% to 94%**.

## EDUCATION

### UNIVERSITÉ PARIS-SACLAY

MSc. Human-Computer Interaction Design

France 2023-2024

### KTH

MSc. Human-Computer Interaction Design

Sweden 2022-2023

### SICHUAN UNIVERSITY

GPA - 3.71/4

BE. Cyber Security

China 2018-2022