

# Kate Ma

A UX/UI and graphic designer with over 2 years of experience crafting intuitive, purposeful visual, web, and mobile designs.

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## Experience

### Designer – Barrel

REMOTE, US | JAN 2025 – PRESENT | FREELANCE

- Redesigned 3 blog web pages for Houseplans, simplifying the information architecture, and improving SEO performance.
- Designed and built 13 marketing emails for MUSH and Real Good Foods, strengthening brand awareness and driving sales.
- Managed project timelines independently, maintaining consistent client communication to ensure high-quality, on-time delivery.

### Marketing and Brand Designer – HKCC Mall

REMOTE, US | MAR 2024 – MAR 2025 | CO-FOUNDER

- Built a Shopify store from the ground up to sell Hong Kong-inspired products to a global audience.
- Designed branding assets and marketing materials, including logo, web banners, social media, and email campaigns, driving brand awareness and boosting sales.
- Leveraged Google Analytics and customer surveys to gather insights, optimize strategies, and deliver data-driven recommendations.

### Junior Product Designer – Rapptr Labs

REMOTE, US | APR 2024 – DEC 2024 | CONTRACT

- Designed high-fidelity interactive prototypes for Sellfire, a SaaS sales platform, simplifying complex B2B workflows.
- Reduced Alter's 30-day return rate by 26% through a user-focused onboarding flow redesign for its fitness system.
- Collaborated with cross-functional teams to design 4 mobile apps aligned with iOS/Android guidelines, addressing technical constraints.

### Graphic and Web Designer – Barrel

REMOTE, US | SEP 2023 – MAR 2024 | INTERNSHIP

- Delivered 5 responsive web pages for Few & Far, a travel company, boosting bookings and user engagement.
- Designed marketing materials, including emails, animations, and social media assets for 4 e-commerce and DTC clients, maintaining brand consistency.
- Managed multiple projects under tight deadlines, achieving client satisfaction.

### UX/UI Designer – Allstate

REMOTE, US | JUN 2023 – AUG 2023 | INTERNSHIP

- Enhanced Allstate.com navigation, reducing the drop-off rate with data-driven design solutions.
- Migrated Allstate Corporation's design system from Sketch to Figma, building 80+ responsive components, improving design efficiency by 25%.
- Applied insights from usability testing and analytics to refine user experiences.

## Education

### Fashion Institute of Technology

B.F.A. Advertising and Digital Design

SEP 2021 – MAY 2023 | GPA: 3.93

A.A.S. Communication Design Foundation

SEP 2020 – MAY 2021

## Awards & Recognition

### Allstate i@a Business Hackathon

WINNER | AUG 2023

Proposed an SMS update strategy within 72 hours, projected to save the company \$500,000 annually.

### Young Ones Student Awards 2023

PORTFOLIO WINNER | MAY 2023

Designed and built a personal website on Webflow using HTML and CSS.

## Skills

### Tools

Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, XD), Webflow, HTML/CSS, Mural, Miro, Jira, Asana, Notion

### Design

Information Architecture, Wireframing, Rapid Prototyping, Design System, Interaction Design, Animation, Branding, Illustration

### Research

Heuristic Evaluation, Site Audits, User Interviews, Persona, Competitor Analysis, Journey Mapping, Usability Testing

### Methodologies

Web Content Accessibility Guidelines (WCAG), Agile