Yuming Ma

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About Me

I am a multidisciplinary designer and creative technologist blending design, art, and marketing to create impactful digital experiences. My work spans visual design, interactive media, website creation, brand strategy, and community driven storytelling. I specialize in crafting accessible, user-centered designs and translating ideas into compelling visual narratives.

Education

UC San Diego   09/2021 - 06/2025

Bachelor of Arts, Interdisciplinary Computing and the Arts

Bachelor of Science, Cognitive Science, with a Specialization in Design and Interaction

Minor in Computer Science

- Provost Honors, GPA: 3.982 / 4.0
- Relevant Course: Interaction Design, Communication, Professional Website Design, Data Science in Practice, Computer Systems Programming

Work Experience

Nature and Oceans Adventures (NOA), San Francisco, CA   05/2024 - present

UI/UX Designer and Website Developer

- Designed and launched a responsive website (noaadventures.com) for the sustainable travel non-profit using Figma (prototypes) and Wix CMS (implementation)
- Improved website performance and usability through optimized structure, dynamic content, and SEO implementation

UC San Diego Basic Needs, La Jolla, CA   09/2023 - 09/2025

Marketing UX and Communications Lead

- Directed digital campaigns reaching 303,000+ accounts and increased engagement by 150%
- Designed graphics, illustrations, and brand assets across social media and print (@ucsdbasicneeds)
- Improved website accessibility and information flow through CMS redesign (basicneeds.ucsd.edu)
- Collaborated with 10+ teams to shape consistent brand presence across platforms

UC San Diego Startup Studio, La Jolla, CA   01/2025 - 03/2025

Instructional Assistant – UX Design Course

- Mentored student teams through project development including wireframes, prototypes, and MVP implementations
- Evaluated technical documentation and design deliverables; provided feedback based on usability and feasibility
- Assisted with demo day and guided industry professionals through 11 different student team projects

Website and Design Projects

Website Redesign for Yun Tea House - Team Lead   01/2025 - 03/2025

- Led a team of 4 to redesign the website for the local business - Yun Tea House in Convoy, San Diego
- Conducted user interviews and competitive market analysis to identify key pain points in navigation and site branding
- Created responsive high-fidelity prototypes (desktop + mobile) in Figma and delivered a finalized design proposal

SkillNest - Designer   03/2024 - 06/2024

- Collaborated with a team of 5 to design a digital platform addressing loneliness in elderly populations
- Conducted user research through interviews at senior homes, social media surveys, and competitive analysis
- Created site architecture, UI components, and interactive prototypes on Figma; project placed 1st among 60 peers

MunchMate - Designer   01/2024 - 03/2024

- Collaborated with a team of 5 to design a social experience for meal-time companionship seekers
- Conducted surveys (n=57), literature reviews, and competitive research to inform design decisions
- Designed high-fidelity web and mobile mockups, iterated through multiple rounds of user testing
- 85% of users reported improved experience, 39% expressed intention to use

Skills

- Design: Visual Design, Digital Media, Branding, Presentation Design, Prototyping, User Research, Content Strategy
- Web Development: HTML/CSS, JavaScript, CMS (Wix, WordPress), SEO, Python, Java, C/C++, Git
- Tools: Figma, Adobe Creative Suite, Canva, TouchDesigner, Unity, ZBrush, p5.js, Max/MSP
- Languages: English, Chinese (Mandarin and Cantonese)