



Michelle Ma

PRODUCT + VISUAL DESIGNER

www.michellema.ca

michellexinma@gmail.com

Edmonton / Remote

EDUCATION

University of Toronto

Honours B.A. in Communications, Culture, Information & Technology

Minor in English & Professional Writing

Relevant coursework: UX/UI Design, Human-Computer Interaction, Visual Communication

SKILLS

Tools

Figma, Protopie, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects, Excel, Axure RP 10, Qualtrics

Design

Illustration & UI design, concept sketches, wireframes, responsive design, designing for accessibility (WCAG)

Research

Data analysis (Google Analytics & Hotjar), user personas, user journey mapping, task analysis & persona hypothesis, A/B Testing

Technical

HTML5 / CSS3, frameworks (Angular, Ruby on Rails, jQuery), basic understanding of C++, Python, & APIs

EXPERIENCE

Freelance Designer | michellema.ca

AUGUST 2022 - PRESENT • EDMONTON, ALBERTA

As a freelancer, I collaborated with marketing teams to create end-to-end UI/UX projects for clients such as Sustainable Agave Company, improving their brand positioning in preparation for acquisition.

I also designed products for my own e-commerce store, optimizing product selection and imagery to achieve a 5.8% on-site conversion rate.

Marketing & Product Designer | Media Nexus Network

JULY 2013 - FEBRUARY 2017 • IN-OFFICE (TORONTO, ON)

As the founding designer at Media Nexus Network, an early-stage adtech company, I had the chance to work on a range of high impact products. Some of the projects I owned included:

- Campaign creation pages for advertisers
- Admin, advertiser & publisher dashboards
- Payment billing dashboards
- Onboarding pages for advertisers & publishers
- Analytics

Sales Engineer | Uberflip

AUGUST 2021 - SEPTEMBER 2022 • REMOTE (TORONTO, ON)

As a sales engineer at Uberflip, I worked with an incredibly talented team of ex-Oracle technical account managers and consultants. With an eye for design, I was in charge of designing and implementing proof of concepts for their largest prospects and clients including, but not limited to:

- Amazon AWS
- Capital One
- Verizon
- Chase Bank

Performance Marketing Associate | Other. Advertising

OCTOBER 2020 - JULY 2021 • REMOTE (TORONTO, ON)

As a marketing associate, I managed paid social and display campaigns for clients, contributing to creative strategy and optimizing performance based on data analysis.

Clients: PC Chef by Loblaw's, Reliance Home Comfort, Cabot Saint Lucia