

Hailey Ma

UX/UI Designer

haileymarong.com

haileymarong@gmail.com

U.S Permanent Resident

[LinkedIn](#) | 949-383-0235

Utilizing my background in education and fashion to build user-centered products with accessible, valuable, and desirable designs.

Education

UX/UI Design Certificate

Google. 2024

Springboard. 2022

Bachelors of Literature

Gansu University of
Political Science and Law,
China. 2012-2016

Skills

Technical Skills

Product Design, User Interview,
User Flows, Personas,
Interaction Design, Wireframing,
Prototyping, Usability Testing,
Web Accessibility

Tools

Figma, Adobe XD, Balsalmiq,
Miro, Sketch, InVision, Jiro

Professional Experience

Homegene Digital home remodeling website

UX Designer Contract

Aug 2022 - Jan 2023

- Managing usability testing for the landing and product pages in preparation for web redesign.
- Creating a design system with the design rationale includes grid guides, color themes, and new components.

HappyHowl Ecommerce website

UX Designer Contract

May - Jun 2022

- Implemented UX improvements in collaboration with the founder and a team of 3 designers.
- Completed user research to identify opportunities for improving the web presence.
- Improvement of core website functionality by fixing a series of usability issues.

Other Experience

Balenciaga

Operation Manager

Feb 2023 - Nov 2023

- Lead the operational functions of the concession shop
- Observe, coach and role model customer-centric selling behaviors
- Develop partnerships with Personal Shopping/Top Associates and other Store Associates

Louis Vuitton

Operation Associate

Oct 2019 - May 2022

- Trained and mentored new and existing team members with seasonal and advanced product knowledge.
- Resolved concerns, conflicts, and problems to ensure that services were provided professionally.

Elementary School China

Teacher

Oct 2015 - Jun 2017

- Observed students and formulated new and better ways to teach students.
- Used critical thinking and research skills to develop a curriculum using materials from various academic resources.