

Hailey Ma

UX/UI Designer

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949-383-0235

U.S Permanent Resident

PROFESSIONAL EXPERIENCE

Homegene, - UX Designer

Dec 2022 - Feb 2023, Contract

- Managed usability testing for landing and product pages in preparation for web redesign.
- Created a design system with design rationale, including grid guides, color themes, and new components.
- Developed wireframes for various project stages.

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

HappyHowl - UX/UI Designer

May 2022 - July 2022, Contract

- Implemented UX improvements in collaboration with the founder and a team of 3 designers.
- Completed user research to identify opportunities for improving web presence.
- Improved core website functionality by resolving usability issues and utilizing user feedback and data analytics.

Skills

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

Zwende — UX Designer

Feb 2022 - Mar 2022, Intern

- Conducted user research, usability testing, and gathered feedback to iterate and enhance user interfaces.
- Articulated complex ideas through workshops with other designers.

TOOLS

Figma, Adobe XD, Balsamiq, Miro, Sketch

OTHER EXPERIENCE

Balenciaga — *Operation Manager*

Feb 2023 - Nov 2023

- Developed inventory research findings and synthesized results into actionable reports by collaborating with different departments.
- Decreased the inventory shrink rate from 0.2% to 0.03% through detailed research and strategic initiatives.

EDUCATION

UX/UI Design Certificate

Google, 2024
Springboard, 2022

Louis Vuitton — *Operations Associate*

Oct 2019 - May 2022

- Managed time effectively and worked on multiple project timelines in a fast-paced environment.
- Collaborated with various teams to solve operational problems.

Bachelor of Literature

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