

Brendan Ma

Lead UX/UI Designer / Webflow Developer



Apr 2025

Owner and Lead Designer @ Collab Digital Limited

- Led UX/UI design for Web3 clients like CoreDAO & PlayAsia, simplifying DeFi, staking, & gaming via design systems.
- Built responsive Webflow sites, one-pagers, & event pages for high conversions user experiences.
- Ran user research, optimizing Web3 flows and onboarding.
- Contributed to CoreDAO's 2025 rebrand, fueling 2,800% developer growth, 350+ contributors, millions of users/ transactions & dApp engagement.

Jun 2023 - Mar 2025

Lead UI Designer @ SingularityNet (Sophiaverse)

- Defined UI vision & systems for Sentience & SAIL, scaling Web3 dApps & AI metaverse interfaces.
- Led stakeholder meetings to iterate prototypes, demo functionalities, & secure feedback/approval.
- Directed cross-team sessions to resolve design bottlenecks & enforce design system consistency across visuals.
- Drove launches onboarding the Web3 community, boosting engagement with intuitive AI lore and flows.

Jun 2022 - May 2023

UX/UI & Digital Content Designer @ Hanson Robotics

- Directed Sophia's digital game transformation, authoring GDD & managing resources for efficient development.
- Led UX/UI design, defining systems & visuals for seamless player experiences.
- Partnered with marketing on social media, producing live videos, edits, and strategies.
- Launched viral content (4.3M views) on AI/engineering/ trailers, boosting engagement and followers.

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Hong Kong | Remote

Industry Knowledge

User Interface

User Experience

Interaction Design

Mobile Design

Responsive Design

Visual Design

Graphics Design

Illustration

Motion Design

Wireframing

Rapid Prototyping

User Research

Usability Testing

Illustration

Webflow

Frontend

Tools & Technologies

Figma

Webflow

Photoshop

Illustrator

After Effects

Premiere Pro

Other Skills

HTML, CSS, jQuery

Social

bmyk.design

linkedin.com/in/brendanma