

# Grace Ma

PORTFOLIO

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EMAIL

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## EDUCATION

### University of Waterloo

Bachelor of Global Business and  
Digital Arts - Graduating June 2021

## EXPERIENCE

### Product Designer (contract) — Friendly Studio

SEPTEMBER 2020 TO PRESENT — TORONTO, ON (REMOTE)

Generated numerous iterations and designs on various projects (apps, dashboards) and gathered requirements and insights through collaboration with clients.

## TOOLS

Figma      Sketch      Adobe CC  
InVision      Principle      Framer

### Product Design Intern — Facebook

JUNE 2020 TO AUGUST 2020 — SEATTLE, WA (REMOTE)

Led design for feature on internal design tool on the Ads and Business Platforms team.

Collaborated with cross-functional partners (designers, engineers, and content strategists) to determine high level strategy and implementation of the project.

Created mockups and interactive prototypes, planned and conducted usability testing.

## SKILLS

Product Thinking      Prototyping  
Usability Testing      Visual Design  
Design Systems      Wireframing  
User Research      HTML/CSS

### UX Design Intern — Deloitte Digital

MAY 2019 TO DECEMBER 2019 — TORONTO, ON

Worked with diverse teams (product managers, engineers, clients) in agile sprints in order to produce design solutions through rapid prototyping and best UX practices.

Responsible for many user stories - created wireframes and prototypes to meet business requirements and client standards, advocated for user-centered solutions.

## ACCOLADES

### First Place

DeltaHacks 7 (2021)

### Third Place

DMZ Fidelity Hackathon 2019

### Bronze Prize

Elevate Tech Jam 2019

### Top 5 Finalist

DeltaHacks V (2019)

### First Place

uXperience Design Camp 2018

### Best Pitch

StarterHacks 2018

### First Place in Category

Equithon 2018

### Design Intern — Cover

MAY 2018 TO AUGUST 2018 — TORONTO, ON

Produced high-fidelity app prototype in Principle, and performed A/B testing for app onboarding process to determine sales generation potential.

Launched ad campaigns intended to increase user acquisition, and closely monitored analytics to create targeted iterations of marketing materials.

## PROJECTS & COMMUNITY

### VP Design — UW Blueprint

JANUARY 2021 TO PRESENT — WATERLOO, ON

### Organizer & Logistics — UW/UX TILE Designathon

SEPTEMBER 2020 TO MARCH 2021 — TORONTO, ON