

Grace Ma

PORTFOLIO

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EMAIL

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EDUCATION

University of Waterloo

Bachelor of Global Business and
Digital Arts - June 2021

TOOLS

Figma	Sketch	Adobe CC
InVision	Principle	Framer

SKILLS

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

ACCOLADES

Top 3 Finalist
EngHack 2021

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

EXPERIENCE

Product Designer — Facebook

AUGUST 2021— SEATTLE, WA, USA

Incoming full-time product designer on Facebook's Ads and Business Platform team.

Product Designer (contract) — Lazer Technologies

MAY 2021 TO JULY 2021— TORONTO, ON (REMOTE)

Crafted experience for internal customer service portal working closely with client.

Product Designer (contract) — Friendly Studio

SEPTEMBER 2020 TO JUNE 2021 — TORONTO, ON (REMOTE)

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

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.

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.

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.