



# KATHY MA

## UI/UX DESIGNER

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### SUMMARY

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I am a UI/UX designer currently living in Southern California. I love to solve problems while innovating clean, structurally sound designs for an exceptional user experience. I have the ability to thrive in cross-functional environments due to a combination of strong interpersonal skills and balanced creative-analytical skill set.

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### PROFESSIONAL EXPERIENCE

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Team Liquid

Remote | Mar 2017 - Present

#### **Web Designer**

- Designed and managed development of the [LCS \(League Championship Series\) microsite](#). All pages were created within a two week timeframe to coincide with Riot Games' announcement schedule
- Currently redesigning Team Liquid's [main website](#)
- Performed research on the website's current userbase and developed personas for each user category. Held interview sessions with department leads to understand what functionalities they want the new website to have
- Created all wireframes, style guide, and final mockups for mobile and desktop in Photoshop
- Lead monthly progress meetings with owners and management in order to obtain feedback on designs and facilitate discussion on what improvements can be made
- Working with developers on the website development by exporting assets from mockups, fixing CSS stylings, obtaining copy from writers, and refining animations for elements throughout the website

Molina Healthcare, Inc.

Long Beach, CA | Oct 2015 - Present

#### **Web Designer**

- Design new content and create Axure prototypes for multiple projects focusing on process flow improvement and updating the UI/UX of the [public website](#)
- Redesigned internal CRM application and developed front end code using HTML, CSS, PHP, and Javascript. Worked with backend developers to ensure the code was able to pull data from CRM SQL databases
- Create and manage Google Analytics reports for pages updated on the public website to show management improvement on the amount of pageviews and page session durations after page redesign was pushed to production
- Maintain 508 compliance for all Medicare webpages and PDFs
- Fulfill all public website content enhancements received from service desk ticketing system in Microsoft Sharepoint

Rapid Healthcare Inc

Irvine, CA | Jan 2013 - May 2015

### **Product Manager**

- Led development and launch of [Rapid Healthcare Inc](#)'s new website in June 2014
- Product owner of [Wound Capture](#). Developed user stories and created wireframes for application
- Led technical team to complete first [Mother's Milk](#) installation at Pomona Valley Hospital Medical Center (PVHMC). Currently in use for over a year with 0 misfeed errors
- Built [PMR \(Patient Medical Record\)](#) to overhaul traditional paper-based patient records system.  
Supervised integration of PMR with mobile printers and external scanners
- Drove internal awareness on product financial performance, customer analytics, competitive and industry trends using Google Analytics

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## **EDUCATION**

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Bloc Inc.

Feb 2015 - July 2015

### **UX & UI Design Apprenticeship** | [www.kathyma.io](http://www.kathyma.io)

- 1-on-1 apprenticeship with an experienced UX professional
- Developed solid understanding of user-centered design principles
- Worked on four projects with responsibilities ranging from branding to conceptualization to front-end development
- Gained experience in HTML5, CSS3/SCSS, Javascript, and Liquid
- Consistently communicated design rationale and process to mentor

University of California, Irvine

Sept 2009 - June 2013

### **B.S. in Business Information Management**

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## **SKILLS**

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### **GRAPHIC & WEB TOOLS**

- Adobe Suite CC
- Sketch
- Git & Github
- Axure, Invision, Balsamiq
- Zeplin
- HTML5, PHP, SQL
- CSS3 & SCSS
- Javascript & jQuery
- Google Analytics
- Microsoft Sharepoint 2013
- Visual Studio 2013, Cloud9 IDE
- Jira, Microsoft SQL Database

### **LANGUAGES**

- Fluent in Mandarin