

Jasper Ma

Visual | Product Designer Toronto, ON

A Visual and Product Designer with over 5 years of experience leading creative visual composition and creating innovative digital business solutions. With experience in start-up and agency environments, I thrive in high-pressure, fast-paced environments, and am committed to continuous learning and growth.

EXPERIENCE

Yourmuze Product Designer (Oct 2022 - Jan 2024)

- Delivered 3 platform designs and a UI library within 3 weeks, aligning with founder's vision
- Produced multiple design concepts and prototypes, strategically using low- and high fidelity sketches to effectively communicate interaction and design ideas with founding team
- Championed excellent user experience across the platform, providing key feedback during design reviews
- Utilized both quantitative and qualitative research methods to inform design decisions and product direction
- Researched and defined new design patterns for our unique B2B product
- Created and maintained the design system along all products

Liquid Marketplace UX Lead (Jan 2022 - Mar 2023)

- Promoted to UX Lead within 6 months, leading a team of 5 junior designers on various projects
- Used Agile methodologies for effective team collaboration and workflow optimization
- Expedited platform launch by 3 months, enhancing team communication and collaboration
- Conducted user interviews and user research to improve platform experience and integrate new functionalities
- Increased user base by 10,000+ through strategic feature implementation based on user research
- Developed landing pages and marketing websites, closely working with the founder and developers to deliver on their vision
- Actively involved in design QA and collaborated with developers during implementation phase
- Led meetings to define problem scope with product managers and developers

Maryh Visual/Product Designer (Feb 2021 - Dec 2021)

- Achieved a 40% increase in consumer engagement by enhancing the user journey through personalized questionnaire integration
- Conceptualized and designed future-state and near-term cross-channel experiences (journeys, flows, wireframes, prototypes)
- Developed strategic frameworks and models for customer experience improvement
- Work closely with product and business teams to plan stages of digital feature implementation in the roadmap/release cycles
- Designed captivating marketing materials for various campaigns in collaboration with the founder and marketing team

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EDUCATION

OCAD University

Graphic Design (2015 - 2019)

BrainStation

User Experience Design (2019)

SKILLS

User Research User Testing

User Flows Storyboarding

UI Design Graphic Design

Animation Wireframing ...

TOOLS

Figma Adobe Creative Suite

Asana Miro Trello InVision

Html Css JavaScript Blender

LANGUAGES

English

Professional working

Mandarin

Native

Strive not to be a success, but rather to be of value.

— Albert Einstein