

jay ma

UX & Product Designer

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experience

Product Designer | Lively, Inc.

San Francisco | March 2022 – Present

- Launch and own designs for multiple features across web and mobile including the FSA mobile app, HSA Boost (Lively's high yield option), and the enrollment flow to convert our financial institution partners' books of business.
- Partner with stakeholders to refine design processes at Lively by leveraging research and working towards a more discovery-driven process.
- Promoted within one year for going above and beyond the expectations of an associate level.

Associate Product Designer | Lively, Inc.

San Francisco | April 2021 – February 2022

- Design intuitive HSA/FSA software to help people confidently manage their healthcare finances.
- Collaborate with stakeholders from member support, product, engineering, and marketing to build something people love.

Graphic Designer | Husky Badminton Club

Seattle | January 2018 – Present

- Led design efforts to create graphics/ apparel for club members and the club's annual Husky Open tournament.
- Grew the Husky Open tournament to be one of the largest badminton tournaments in the PNW, with over 230 competitors and \$5000+ worth of prizes in 2020, featuring national champions and Olympic athletes.

Managed the club's BLM fundraiser by designing, producing, and shipping stickers, raising over \$1600 in donations for 70+ racial justice organizations.

Product Design Intern | Uber

Seattle | June 2019 – September 2019

- Improved the user flow to help rental drivers select a vehicle for their first trip.
- Redesigned UI components for the driver app to communicate vehicle info, while staying accessible, scalable, and consistent with Uber's design systems.
- Documented design specs for UX research, product, and engineering teams from research to ideation to delivery.
- Identified driver pain points by aiding UX research teams during 5 interviews.
- Presented work and participated during weekly critiques with stakeholders.
- Collaborated with engineers to ensure feasibility for implementation.
- Eliminated vehicle errors by 26% by ensuring drivers go online with the right vehicles, with no degradation of supplier & Uber support costs.

skills

UX Research
Competitive Analysis
User Interviews
Journey Mapping
UI Design
Wireframing
Prototyping
Motion Design
Storyboarding

tools

Figma
Sketch
Principle
Adobe XD
Invision
Photoshop
Illustrator
InDesign
HTML
CSS
Javascript

education

University of Washington
BDes in Industrial Design
Class of 2020
Dean's List
UW Academy Student

achievements

2019-2020 Steve & Gail Kaneko
Endowed Scholarship in
Industrial Design Recipient
INFO 200 Best Final Project
DubHacks '18 Facebook Choice