



Ruping Ma

UX/Product Designer

rupingma.com
rupingmadesign@gmail.com
linkedin.com/in/rupingma
925-683-0177

San Francisco, California (open to relocate)

Self-starter, quick learner, team player. Passionate about designing daily interactions, improving user satisfaction on different touchpoints and building loyalty with customers. Help users from feeling stressed to calmly controlled by using thoughtful products. (*Legally authorized to work in the US and no need future sponsorship)

EXPERIENCE

Develop for Good

Contract Product Designer | Jan 2021 – present

Collaborating with a cross-functional team including clients, directors, product managers, engineers and other product designers to create a cross-device web app for Akron Children's Hospital that educates and guides the parents of patients who need long-term cleft care.

- Conceptualize with clients to identify product opportunities & goals.
- Collaborate with product managers, designers and engineers to define the timeline and constraints.
- Conduct user research and data synthesis with other designers, define the product strategy, and user flows.
- Translate abstract product strategy and requirements into sketches, wireframes and prototypes and get feedback from other designers.
- Prepare and present deliverables to clients and the whole team to get feedback.
- Conduct usability tests with target users and make iterations base on user feedback.
- Handoff designs to engineers and continue the collaboration when building the app.

Decade Prep

Contract Product Designer | Nov 2020 – Dec 2020

Sole designer for Decade Prep, a student-organized nonprofit that provides tutors, online courses, and education services for students in underfunded communities.

- Researched, ideated, and designed a responsive website to connect students and tutors for a variety of educational courses. Tested with students and parents for usability and accessibility of site features.
- Led meetings and communications with the client to define project timeline, discuss features, and update progress throughout the design.

Forest Dream Studio

Contract Product Designer | July 2020 – Sept 2020

Sole designer for Forest Dream Studio, a performing arts school based in Irvine, California.

- Led the research, content creation and redesign of a responsive website to connect aspiring performers with professional teachers. Customer inquiries increased by 167%, Unique visitors by 105% and total site sessions by 45% within 3 months of site relaunch.
- Led meetings with the client to set project deadlines, discuss client expectations and discuss website features.

San Francisco Unified School District

Roosevelt Middle School Mandarin Teacher | Aug 2017 – June 2020

- Developed and taught the world language curriculum for the 6th to 8th-grade students for in-person and distance learning. The curriculum was approved and adopted by the District and Roosevelt Middle School for future use.
- Led and facilitated the session on district Unconference- Leveraging Tech & Deeper Learning (PBL) in world language classes.

SKILLS

Design

Product strategy
User-Centered Design
Interaction Design
Information Architecture
User Flows
Storyboarding
Wireframing
User Interface Design
Visual Design
Rapid Prototyping

Research

User Research (qualitative & quantitative)
Data Analysis & Synthesis
Usability Testing

Tools

Figma
Sketch
InVision
Adobe Creative Suite
Miro
OptimalSort
Webflow
HTML/CSS basics

Languages

English (Professional) • Mandarin (Native)

EDUCATION

DesignLab

UX Academy • Design 101
May – Nov 2020

Design related courses

City College of San Francisco – Digital Skill for Visual Media (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, HTML/CSS basics)
Aug – Dec 2019

Coursera – Fundamentals of Graphic Design, Introduction to typography, Ideas from the History of Graphic Design
Dec 2015 – Dec 2016

Capital Normal University,

Beijing, China
BA – English Education
Aug 2013 – June 2017