

# Kate Ma

UX/UI Designer

As a recent graduate with education and experience in UX/UI design, I am excited to begin a career in product design and UX/UI design.

## Work Experience

### Allstate, Remote

UX/UI Design Intern | Jun 2023 – Aug 2023

- Reorganizing design system for Allstate.com and Allstatecorporation.com, which fostered collaboration and consistency across teams.
- Participated in a 72 hour hackathon with a cross-collaborative team using emerging technologies to solve current business problems.

### AI Academy Hong Kong, Hong Kong

UX/UI Designer | Jul 2021 – Aug 2021

- Led a 12-page website redesign project for a software development company from wireframing through prototyping.
- Cooperated in a cross-functional team set-up with project manager, developers and designer.
- Delivered a final presentation to the executive leadership team and iterated the project based on feedback for publication.

### Vessils Inc, New York

Visual Designer | Sep 2021 – Mar 2022

- Developed compelling digital and print marketing imagery for an e-commerce ceramic company, including photo retouching, user manuals and web banners design.
- Created user-friendly listing images and Amazon A+ content that increased customer engagement and products sales.

## Education

### Fashion Institute of Technology, New York

BFA, Advertising and Digital Design | Sep 2021 – May 2023

AAS, Communication Design Foundation | Sep 2020 – May 2021

- GPA 3.93, Dean's List

### The Chinese University of Hong Kong, Hong Kong

BA, Cultural Studies | Sep 2015 – May 2019

## Volunteering

### Hong Kong Community Center, New York

Brand Designer | Aug 2022 – Present

- Led a brand identity and logo design for a newly-formed non-profit organization, resulted in raising awareness and expanding to 9 cities in less than a year.

## Contact

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## Awards & Recognition

### 2023 Young Ones Student Awards

Portfolio Winner: Web Design & UX/UI

ADC Merit: Interactive UX/UI

### D&AD New Blood Awards 2023

Winner

### D&AD New Blood Awards 2022

Winner

### CA 2023 Interactive Competition

Shortlisted

### MAIP Fellowship 2023

## Tools

Adobe CS

Figma

Sketch

Framer

Webflow

Miro

Protopie

HTML/CSS

## Hard Skills

User Research

Empathy Interview

Personas

Journey Mapping

Wireframing

Usability Testing

Rapid Prototyping

Design System

Visual Design

Brand Design

Illustration

Interactive Design

## Soft Skills

Critical Thinking

Time Management

Empathy

Collaboration