

Steven Ma Designs | Researches | Mentors

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Highlights

Summary: An illustrious career as a UX leader designing both large scale cloud-based applications, enterprise business applications, and mobile solutions.

Traits: A recognized leader and owner with exceptional soft skills - I've been an active mentor since 2006. I enjoy helping others grow as professionals and as persons.

Strengths: Define my role to best contribute to my team; anticipate issues and opportunities; being goal-driven and make sound decisions; ability to adapt and assimilate new technology. I get things done — and typically done well.

Experience

Sr. UX Designer

Pure Storage 2016-Now

Lead UX designer for our portfolio of products that include an enterprise cloud GUI, a mobile app, and two web apps. Design work flows and screens around data visualization for performance and capacity analytics. Conduct researches to inform design choices and help team crystalize deliverables..

UX Design Immersive Course Instructor

General Assembly HK 2015-16

Coached, mentored, role-modeled, and help grew students into industry-ready designers. Challenged status quo from Day 1 to raise the bar for our curriculum, delivering a comprehensive learning experience that got students UX jobs.

Senior Product Designer

Amazon Web Services 2012-15

A UX team of one at Amazon's crowdsource marketplace. I help evolved our marketplace through research, design and customer experience driven initiatives to achieve our business objectives.

UX Lead

IBM Rational Software, Silicon Valley Lab 2007-12

UX owner of IBM Rational's two flagship enterprise development and collaboration software platforms; I also led a team of 2 designers in our Enterprise Tool portfolio and ran our Client Design Partner Program.

Career details (patents, awards, references) can be found on LinkedIn.

Skills

Great at: Applying design thinking to solve business and user problems.

Good at: Data-mining, survey, competitive analysis, prototyping, user testing

Tools: Axure, Sketchapp+Principle, CSS+Bootstrap, Firebug, Adobe Illustrator

Education

Leadership Education for Asian Pacifics

IBM 2008

Leadership Excellence (10-month program)

IBM 2004

M.A.Sc. Human-Computer Interaction

University of Toronto 1996-98

B.A.Sc. Mechanical & Industrial Engineering

University of Toronto 1992-95