

Steven Ma

Designs | Manages | Mentors



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Highlights

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

Strengths: A recognized leader, mentor, and self-starter with exceptional soft skills. Things I do well: anticipating issues and opportunities; aligning team resources with business priorities; creating long-term relationships through trust-building; striving to overachieve; and making sound decisions.

I get things done — and typically done well.

Experience

Senior UX Design Lead

Pure Storage 2016-Now

Lead UX designer for a portfolio of products that includes an enterprise cloud app, a mobile app, and two web apps. As team lead, manage team resources and align projects to business priorities. As an IC, design work flows and screens around data visualization for analytics and A.I.-driven features. Conduct researches to inform design choices and to help team crystalize deliverables.

UX Design Immersive Course Instructor

General Assembly HK 2015-16

Coached, mentored, role-modeled, and helped grow 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 crowdsourced marketplace. I helped 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 3 designers in our Enterprise Tool portfolio and ran our Client Design Partner Program.

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

Skills

Great at: Applying design thinking to solve business and customer 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