

Steven Ma Designs | Coaches | Mentors

 stevenmadesigns.com

 kwanton@gmail.com

Highlights

Summary: An illustrious career as a UX leader designing large scale SaaS 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 done well.

Experience

Head UX Designer

Pure Storage 2016-Now

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

UX Instructor, Mentor, & Coach

General Assembly 2016-Now

Educate, coach, mentor, and inspire students to become the next generation of UX researchers, designers, and leaders. Teach multiple courses that include the 10-week Immersive program, the 1-week accelerator course, and the 1-day bootcamp.

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 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: Sketchapp+Principle, CSS+Bootstrap, Inspect, Axure, 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