Steven Ma LEAD | COACH | DESIGN

SUMMARY

A trusted leader with exceptional soft skills. I've run design teams at large & small companies with a track record of effective coaching, and team management that optimizes design alignment to business priorities

Positive attitude; anticipate issues and opportunities; create long-term relationships through trust-building; strive to make sound decisions and overachieve. I get things done, and typically done well

EXPERIENCE

STAFF UX LEAD + MANAGER . GOOGLE ADS SALES INTELLIGENCE — 2021 — Now

- As manager: lead a design team that delivers features with ML-driven insights for Google Ads sellers worldwide to defend and grow Ads revenue
- As design lead: partner with Product, Engineering, and the larger team to drive headroom growth and sustained adoption for a feature that accounts for >80% of the portfolio's ARR
- Additonal IC achievements: Delivered i) Email Design System (0 to 1) and ii) Unified research library

HEAD OF PRODUCT UX . PURE STORAGE — 2016 - 2021

- Built UX program from ground up; ran a lean design team with ownership of a portfolio of products that included an enterprise SaaS platform, a mobile app, and two web apps; iterated on our lean UX process and continually integrated it into our org's R&D process
- Drove Sketch-to-Figma migration that resulted in increases in cross-BU collaboration - at a lower TCO
- Grew UX team in US and Prague. Mentored and coached junior- and senior-level technical staff members
- IC achievements: 1) A service marketplace that accelerated "-as-a-Service" adoptions, 2) An upgrade scheduler that reduced avg. upgrade time by >400%, Enterprise Report Ctr. that drove usage up by 6x

UX INSTRUCTOR + COACH . GENERAL ASSEMBLY + INDEPENDENT — 2016 — Now

- Have trained & coached students & professionals worldwide to become successful UX professionals

SENIOR PRODUCT DESIGNER . AMAZON WEB SERVICES — 2012 - 2015

- Improved Requester marketplace checkout efficiency while driving higher purchase per transaction
- Delivered sentiment analysis app. to enable simple collection of high-quality judgement data at scale

UX LEAD . IBM RATIONAL SOFTWARE — 2007 - 2012

- UX owner of 2 flagship enterprise development and collaboration software platforms; led a team of cross-geo designers in the Enterprise Tool org. and ran our Client Design Partner Program

Career details, including full job history, patents, awards, and references can be found on LinkedIn

EDUCATION

Leading At Pure — Pure Storage 2020

Leadership Excellence (10-Months Program), Leadership Edu For Asian Pacifics (LEAP) — IBM 2008

M.A.Sc. Human-Computer Interaction — University of Toronto 1998

B.A.Sc. Mechanical & Industrial Engineering — University of Toronto 1995