Steven Ma LEAD | COACH | DESIGN

in 🌐

BRAND

Respected Leader
- Exceptional soft skills: I've run design teams at large & small companies with a track record of effective coaching and people management that optimizes design alignment to business priorities.

Trusted Partner
- Beloved by PMs and engineers: I anticipate issues and opportunities; foster long-term relationships through trust-building; strive to make sound decisions and overachieve. I get things done, and typically done well.

CAREER

Google
2021 – Now

Staff UX Lead (curr.) | Manager (prev.)
- Lead Ads design team across 3 strategic pillars for a CRM that delivered billions in ARR.
- Shipped multiple M/L projects w/ PMs that accounted for significant y/y revenue growth.
- Delivered (with eng) an email design system that unified UX design and code base.

Pure Storage
2016–2021

Head of Product UX
- Built UX program, hired & grew team, and integrated it into the development process.
- Owned UX for a portfolio of products (SaaS platform, a mobile app, and two web apps).
- Initiated & drove "Sketch-to-Figma" migration, achieved wider adoption at a lower TCO.
- Delivered the 2021 A'Design competition award for the Pure1 SaaS marketplace design.
- Delivered IC projects that led to Upgrade simplifications, Reporting usage growth, etc.

Amazon
2012–2015

Senior Product Designer, AWS
- Improved marketplace checkout efficiency that drove higher purchase per transaction.
- Delivered sentiment analysis app. that simplified judgment data collection at scale.

IBM
2007–2012

UX Lead, IBM Rational
- Led a team of cross-geo designers in the Enterprise Tool org.
- Owned UX of 2 flagship enterprise development and collaboration software platforms.
- Ran the Client Design Partner Program that funneled UX feedback into dev. cycles.

GA
2016–Now

UX Instructor | Career Coach, General Assembly + Independent
- Train & coach UX enthusiasts worldwide to help develop their UX career.

  Additional career details, patents, awards, and references on LinkedIn.

LEARNING

2020	• Leading at Pure
2008	• Leadership Excellence, Leadership Education for Asian Pacifics
1998	• M.A.Sc. Human-computer Interaction, University of Toronto
1995	• B.A.Sc. Mechanical & Industrial engineering, University of Toronto