



Monica Ma

Creative director & Product designer

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Summary

Multidisciplinary Creative director and Product designer with a passion for behavior change design.

- Over 13 years of experience leading design and engineering projects, including core Google products with 200+ million users and innovative projects in VR, AR, and Motion Sense technology.
- Expertise in user-centered UX/UI design with a focus on sustainability and behavior change (iOS, Android, and Web).
- Background in mass communications, engineering, and eco fashion.
- Creative director for sustainable fashion brands Sparkpick and SPARK + REBEL.
- Self-motivated team player with strong leadership and organizational skills, committed to lifelong learning.

Experience

Ziff & Davis | March 2023 – current

Principal Senior Product designer

- Designed and launched features for the Lose It! calorie tracking & weight loss app (iOS, Android) with 50+ million users.
- Created branding and product design for the new Cleveland Clinic mobile app.
- Advocated for the principles of behavior change design and mindful consumption.

SuperRare Labs | March 2022 – January 2023

Senior Product designer

- Designed new features and products for SuperRare, leading design releases.
- Collaborated across teams to shape product strategies and requirements for Web3 and crypto art market features.
- Established the user research process and managed interviews and usability testing.
- Led QA for all design projects to validate and test UX/UI.

Google, People and Sharing | August 2020 – March 2022

UX Designer

- Designed interfaces for People and Sharing, including People Card with 200+ million users, Web Contacts, Android Contacts, Web Companion, People Sheet iOS, and People Sheet Android. After redesigning Web Contacts, our paid Enterprise 1-day active users increased by 40%, rising from 213K to 301K.

- Focused on cross-app alignment, feature consistency, adherence to brand standards, and Google Material design.
- Organized and coordinated UX design efforts across cross-platform projects.

Google, Tilt Brush, Lens | April 2020 – August 2020

UX Designer / Visual designer

- Worked on UX and visual design projects for Google Lens UXR team and created a reusable design template for internal use. Presented user research findings to the internal stakeholders.
- Designed an internal monthly UXR newsletter.

Google, Tilt Brush | December 2019 – April 2020

UX Designer / QA Lead

- Led QA and UX design efforts for the last public release of Cannes Lions award-winning Tilt Brush by Google, a VR application that lets people paint in VR.
- Worked closely with the product owner on shaping UX across three complex features – Camera Path, Google Drive backup, and Sketchfab support. Conducted user research and presented findings.
- Worked on the Tilt Brush Open source project and helped refine user experience for developers.

Google, ATAP | August 2019 – December 2019

QA Lead

- Worked with Emmy award-winning Google Spotlight Stories team on a collaborative project with the Pokémon Company featuring Pokémon Sidekick wallpaper and Pokémon Wave Hello app.
- Managed quality for Soli, a new gesture-sensing technology for Human-Computer Interaction.
- Worked with Google Partners and controlling user interactions quality of their Soli-enabled products.

Smule | November 2011 – January 2019

QA Lead, Senior QA Engineer

- Led QA projects across multiple platforms (iOS, Android, and Web) and helping ship several top App Store music applications across multiple releases, including Sing! and Magic Piano.
- Worked with video and audio content production.
- Created high-level test plans and test strategies. Planning and coordinating quality testing activities.

Self-employed | December 2015 – present

Creative director, Entrepreneur

- Design blogger with a passion for mindful product design - sustainable design & mindful consumption.
- Founded Sparkpick, an eco-friendly fashion blog that offers curated looks from trustworthy sustainable fashion brands. Worked on business strategy and product management, user research and UX design, branding, social media, and more.
- Owned end-to-end website design process, published six websites for clients.
- Mentored and managed junior designers and facilitated career transitions.
- Created detailed user flows, storyboards, sitemaps, and interactive prototypes.
- Planned and conducted user interviews, usability testing, surveys, and heuristic evaluations.
- Mentored and managed junior designers and facilitated career transitions.

Education

Sotheby's Institute of Art | 2022

Introduction to Curating course

Harvard Business School Online | 2020 - 2022

Certificate of Specialization in Strategy

- Sustainable Business Strategy
- Disruptive Strategy
- Economics for Managers

Lumia Life Coaching | 2021 - 2022

- Certificate of Achievement, Essentials, 32 ICF CCE units
- Certificate of Achievement, Signature, 60 ICF CCE units

London College of Style | 2021 - 2022

- Fashion styling Diploma, With distinction
- Color Analysis For Creatives Advanced Diploma, With distinction
- Personal Styling Women's Diploma, With merit
- Brand Your Social Media Certificate, With distinction

UC Berkeley Extension | 2018 - 2021

- Professional Program in UX Design, With distinction
- Professional Program in Graphic Design, With distinction
- Professional Program in Software Development, With distinction
- Professional Program in Project Management, With distinction

Lomonosov Moscow State University | 2014

Bachelor of Arts with Honors: Journalism/PR/Advertising

San Francisco School of Digital Filmmaking | 2013

- Documentary Filmmaking Program
- Certificate in Digital Filmmaking

Tools

UX/UI: Figma, Sketch, inVision, Wordpress, Squarespace

Visual design: Photoshop, Illustrator, InDesign

Motion & 3D: Unity, After Effects, Final Cut Pro, Premiere

Languages

English, Russian