



Martin Ma

info@martinmaproduction.com | 626.348.6665

PORTFOLIO

www.martinmaproduction.com

<https://www.linkedin.com/in/martin-ma-bb032b34>

SKILLS

UX ideation and workflow

Interaction and UI design

High fidelity

Prototyping

Affinity mapping

Journey mapping

User interviews and research

Usability testing

Brand identity design

Instructional design

Graphic design

Illustration

Still-life photography

Portrait photography

Fashion photography

Retouching

Marketing

Figma

Jira

Adobe Creative Suite

EXPERIENCE

Aquent Studios X Adobe

UX Designer/

Senior Art Director

(2022 - 2023)

Enhanced users' experience and user interface for Adobe discover.com, using a variety of design techniques, including sketches, wireframes, high-fidelity mockups, and interactive prototypes.

Conducted user research and identified areas for accessibility improvement on Adobe's discover site, and designed UI components that drove accessibility improvement.

Collaborated closely with developer teams, providing clear and concise design specifications to ensure successful implementation of design concepts.

Developed and designed creative assets and instructional workflows for marketing materials to support the Creative Cloud Photography segment and enhance user learning and engagement

Lifo, Inc

UX Designer/ Art Director

(2021 - 2022)

Worked with clients to develop customized brand identities and designed e-commerce websites that effectively showcased their products and services.

Developed and maintained customized web editing UI, design systems, and style guides to ensure product(Lifo's client e-commerce responsive site) consistency and scalability.

Developed brand identity using the UX method, delivering a comprehensive package of brand assets, including logo, color scheme, style guide, UI kit, brand story, and copy guide.

Designed both the official and e-commerce sites for Lifo, Inc. in desktop and mobile versions, incorporating user-centered design principles and best practices.

Gained experience in various development processes, including Agile and Lean, to ensure efficient and effective project delivery.

Notable Accomplishment:

New branding design was a resounding success, leading to the securement of a substantial 2 million dollar investment in Series C funding in 2021.



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J.ING

**Creative Director/
UX Designer
(2018 - 2020)**

As a UX/UI Designer, I conducted concept and usability testing to gather feedback from users. I developed wireframes and prototypes that aligned with the customer's objectives, and collaborated with UI designers to implement visually appealing designs.

Directed and managed the overall visual identity of J.ING, overseeing a team of designers, photographers, copywriters, and creative freelancers to produce high-quality content across various channels.

Collaborated closely with the marketing team to develop successful seasonal and weekly campaigns that resulted in increased engagement and revenue.

Managed and delegated projects, ensuring efficient project delivery and meeting deadlines.

Created various graphic designs, web, print, tradeshow, direct e-mail, social media, and more.

Notable Accomplishments:

Directed visual identity for website and AD campaign, which led to a 30% increase in sales in 3 months.

Developed visual assets for all marketing and social campaigns that helped increase site traffic to 1.5 million visitors monthly.

Dogearred

**Photography Manager
(2013 - 2018)**

Managed and coordinated all aspects of photography production, including lifestyle and product photography, retouching, and graphic design for web, print, and email marketing materials.

Coordinated with wholesale account executives and marketing departments to execute creative vision and meet business goals.

Managed a team of second shooters, photo assistants, model agencies, and makeup artists to ensure successful photo shoots.

Organized and executed weekly photo shoots, resulting in high-quality visual assets for use across various marketing channels

Created visual elements for Dogearred using graphic design, including web, print, tradeshow, direct e-mail, and other media.

Designed themed packaging cards for products and other related items.

Created visual elements for Dogearred using graphic design, including web, print, tradeshow, direct e-mail, and other media. Designed themed packaging cards for products and other related items.

EDUCATION

California State University, Fullerton
Bachelor of fine art in visual arts

Designlab
Certified UX Designer

Art Center of Pasadena
Fashion Photography