John (Jaewoo) Ma

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UX / Product Designer • Portfolio • LinkedIn

EDUCATION

ARTCENTER COLLEGE OF DESIGN   Pasadena, CA
Bachelor of Science, Interaction Design   Jan 2019 – April 2022 (Expected)

ARTCENTER COLLEGE OF DESIGN   Pasadena, CA
Bachelor of Science, Transportation Design   2015 - 2016 (Transferred)

EXPERIENCE

LUCID SOFTWARE   REMOTE
UX Design Intern   May 2021 – Aug 2021
- Designed a new feature called 'anonymous guest naming', allowing users to receive anonymous name tags once entered into the virtual white board.
- Drafted a feature to allow users to share a link that requires a passcode and a link that contains an expiration date.
- Spearheaded a new conditional formatting feature to sort out a vast amount of data by interviewing end users to gather requirements for this feature, conducting user testing to simplify the complex feature, and creating prototypes of the design.

LAND CORP   Seoul, South Korea
Co-Founder & Chief Strategy Officer   Jul 2020 – Jan 2021
- Co-founded a mobile-based real estate open market platform.
- Implemented structure, led design of the company's digital product, and built the business model by setting up OKRs for the team and consistently tracking against metrics during sprints.
- Achieved $50K+ in funding by actively gathering feedback with potential users and investors to apply improvements to the system.
- Increased company's net worth from $0 to $150K by implementing strategic goals for the company and improving the business model.

EVERYTHING FNC.   Seoul, South Korea
Contract Designer   Sept 2020 – Nov 2020
- Designed the entire e-commerce app named MIXED:D by collaborating with the visual designers to align on brand colors and shapes as well as marketing members to discuss micro interactions to maximize company's profits.
- Built UI prototypes published in Google Play and App Store to clearly explain user flows by collaborating with the frontend and backend developers using digital tools including Zepline and Figma.

PROJECTS

IMX INTERNATIONAL CONFERENCE FINAL PRESENTER   REMOTE
Sponsored Project Designer - Art Center College of Design   Jun 2020
- Presented the Snap sponsored project through IMX International Conference to an audience of over 10 schools nationwide.
- Created a project showcasing the future of storytelling using Augmented Reality and Machine Learning prototypes in a video format and presented the UX design elements of this feature.
- Interacted with approximately 70 designers and developers from diverse backgrounds through Zoom to showcase projects as well as networked with executives from BBC and Microsoft.

SNAP INC.   REMOTE
Sponsored Project Designer - Art Center College of Design   Jan 2020 – May 2020
- Created AR prototypes using Snap lens studio and expanded pre-existing Snap's story with machine learning.
- Gained expertise in the Augmented Reality and Virtual Reality space as well as different methodologies such as conducting research, interviews, designing user persona scenario-driven wireframes, and prototyping.

SKILLS

Tools: Photoshop, Illustrator, Figma, Adobe XD, InDesign, Sketch, After Effect, JavaScript, HTML &CSS
Design: UX Design, UX Research, UI Design, Qualitative/Quantitative Research, Product Design, User Testing, Prototyping, Design communication, Human-computer Interaction, Communication, Machine Learning, Story Boarding, Inclusive Design, Strategic Planning
Languages: English (Native), Korean (Native)