SARA MA

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EXPERIENCE

User Experience Design Consultant
Curelation, Oct 2024 – Dec 2024

- Redesigned a dating profile matching experience to focus on compatibility, differentiating the app from competition.
- Evaluated the referral flow through user testing, producing actionable recommendations to increase user engagement.

User Experience Designer
Freelance, Mar 2023 – Dec 2023

- Redesigned a responsive e-commerce website, increasing conversion rate by 20% and reducing bounce rate by 9%.
- Built new and refactored (40+) Figma components to align with new brand guidelines, improving design consistency.

Customer Experience Designer
Cansera, Sept 2021 – Jan 2023

- Designed and user tested a web-based data dashboard iteratively, achieving an 86% user satisfaction rating.
- Delivered user models and prototypes to communicate design ideas to stakeholders, resulting in $2M of funding.

Project Specialist
USC Michelson, Aug 2018 – Jan 2023

- Managed the design of 3 mobile apps (Android and iOS) and 2 web dashboards, from concept to implementation.
- Collaborated with product manager, software engineers, and cross-functional stakeholders to define requirements.

PROJECTS

Swapful Game, Personal Project
Oct 2024 – Present

Prototyped a word game using HTML, CSS and JavaScript. Conducted 15 user tests with prototypes, improving usability.

Amazon Music, Design Challenge Winner
Feb 2024 – Mar 2024

Designed a personalized AI podcast discovery mobile app feature, improving users' ability to assess new podcasts. Created wireframes, user journey maps, user models, clickable prototypes, and qualitative research with Figma.

ORCA Android App, Class Project
Oct 2015 – Dec 2015

Developed an event check-in app using Android Studio.

EDUCATION

Pratt Institute
MS Information Experience Design
Dec 2025 (penultimate), GPA 4.0

Merit Scholarship, 50% of tuition
Coursework: Usability Theory and Practice, Digital Accessibility, Programming User Interfaces, Information Architecture and Interaction Design

University of Southern California
BS Arts, Technology, and the Business of Innovation
May 2018, magna cum laude

SKILLS

Design
UX Design, Mobile Design, Responsive Web Design, Interaction Design, Designing AI, Storyboarding, Prototyping, Graphic Design, Motion Design

Research
User Interviews, Usability Testing, Card Sorting, Tree Testing, Competitive Analysis, Design Strategy

Software
Figma, Sketch, Photoshop, Illustrator, AfterEffects, Optimal Workshop, Userlytics, Zeplin, Asana, Jira

Technical
HTML5, CSS3, JavaScript, Java, Android Studio

Other Skills
Cross-functional Collaboration, Communication, Project Management, Presentations, Mandarin

LEADERSHIP

UXPA@Pratt
President, 2025 – Present
General Officer, 2024

AIGA USC
Co-President, 2015 – 2018

Undergraduate Student Government
Associate Director of Graphics, 2016 – 2018