

# Violet Ma

## UX/UI Designer

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### Experience

#### Web Designer Le Monde Du Papier Peint

Remote Freelance  
September 2023 -  
Present

Brought a fresh and modern perspective to elevate the overall user experience. Collaborated closely with the client to understand their vision and goals, leading to the creation of visually compelling and user-friendly interfaces. Re-structured the diverse range of wallpaper categories to address navigation challenges and enhance overall usability. Leveraged AI translation to overcome language barriers, ensuring effective communication with French-speaking clients.

#### Web Designer Phorus Beauty

Remote Freelance  
August 2023

Successfully led the redesign of Phorus Beauty's Shopify website, optimizing the interface and user experience within budget constraints. The project resulted in an enhanced brand image, increased website traffic, and elevated sales performance.

#### UX/UI Designer Cluvii (Startup)

Remote Freelance  
February - March 2023

Designed user flows and visual styles for the entire app, including onboarding, event finding, registration, organization, and role application and approval. Developed information architecture, created wireframes and prototypes with Figma, and collaborated closely with the client to achieve a cohesive and visually appealing output within set constraints.

#### Web Designer AIM Education

Remote Freelance  
April - July 2022

Led the redesign of the marketing-purpose website, meeting the client's specific needs and requirements. Designed the user flow for an online enrollment feature and collaborated closely with the client. Documented design outputs and provided valuable assistance in copywriting marketing content.

#### Content Designer Part-time AIM Education

Melbourne, Australia  
January 2018 - July 2021

Created user-centric marketing solutions across diverse customer touchpoints, such as social media platforms and printed materials. Designed visually captivating printing and digital assets, including posters, flyers, the company logo, and staff ID cards. Contributed to copywriting engaging social media posts.

### Awards

#### UX Design Awards Nominated 2023

International Design  
Center Berlin (IDZ)

Recyco is a mobile application designed to educate users on how to recycle and reuse used coffee grounds, with the goal of reducing environmental impact. The app's target user group is coffee drinkers who are looking for ways to reduce their environmental footprint and make a positive impact.

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### Awards

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Center Berlin (IDZ)

FlowGuide is a comprehensive platform for software learning. The goal of this project is to simplify the learning process and reduce the time and effort required to achieve desired tasks using a wide range of software programs.

### Education & Certificates

#### Interaction Design Foundation (IxDF)

User Research, Agile Methods for UX Design

#### Google UX Design Certificate

#### Monash University

Master of Business 2018 - 2020, Bachelor of Commerce 2016 - 2018

### Skills

#### Tools

Figma, Adobe XD, Miro, Notion, Adobe Illustrator, Webflow, Framer

#### Design Skills

UX/UI Audit, User research, Wireframing, Prototyping, Information architecture, Affinity mapping, Usability Testing, Responsive Design

#### Soft Skills

Design thinking, Problem solving, Critical thinking, Effective communication