

SARA MA

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EXPERIENCE

Product Design Intern

Garmin Labs, May 2025 – Present

- Designed and prototyped the primary post-launch features for an athletic horse training mobile app.
- Advocated for and implemented design system changes that strengthened the app's visual identity and clarity.

User Experience Designer

Freelance, Mar 2023 – May 2025

- 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 – digital health startup, Sept 2021 – Jan 2023

- Researched and designed a new fitness measurement dashboard, achieving an 87% user satisfaction rating.
- Presented user insights and prototypes to communicate design ideas to stakeholders, resulting in \$2M of funding.

Project Specialist

USC Michelson, Aug 2018 – Jan 2023

- Designed 3 iterations (iOS and Android) native mobile apps web dashboards, enabling the use of wearables in studies.
- Collaborated with product manager, software engineers, and cross-functional stakeholders to define requirements.

PROJECTS

Swapful Game, Personal Project

Oct 2024 – Present

- Iteratively designed and developed a responsive web word puzzle game using HTML, CSS, and JavaScript.
- Conducted 16 user tests using paper and functional prototypes, improving users' ability to learn rules.

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 paper prototypes, wireframes, user flows, and clickable prototypes to demonstrate designs and flows.

EDUCATION

Pratt Institute

MS Information Experience Design
Dec 2025 (penultimate), GPA 3.9

Merit Scholarship, 50% of tuition

University of Southern California

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

SKILLS

Product Design

UX Design, Desktop/Mobile UI, Responsive Web, Interaction Design, Storyboarding, Prototyping, Motion Design, Designing AI, Accessibility

Visual Design

Typography, Color, Iconography, Graphic Design

Research

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

Software

Figma, Photoshop, Illustrator, InDesign, AfterEffects, Optimal Workshop, Userlytics, Zeplin, Asana, Jira

Technical

HTML5, CSS3, JavaScript, Java

LEADERSHIP

UXPA@Pratt

President, 2025 – Present

General Officer, 2024 – 2025

AIGA USC

Co-President, 2015 – 2018

Undergraduate Student Government

Associate Director of Graphics, 2017 – 2018

Assistant Director of Graphics, 2016 – 2017