Lena Ma
artist | designer

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EDUCATION

Academy of Art University

Visual Development

Bachelor of Fine Arts, Class of 2017

SOFTWARE

Adobe Photoshop

Sketch App

Powerpoint

Microsoft Excel

Android Studio

Jenkins

JIRA

LANGUAGES

English

Chinese

INTERESTS

Art

Game Dev

Video Games

EXPERIENCE

Northwestern Mutual

◙ **Logo Designer |** *Jan 2020 - Aug 2020*

- Designed DBA logo from concepts to final deliverables per company style guidelines.

Razer Inc.

◙ **UI/UX Designer |** *May 2018 - Mar 2019*

◙ **Jr. UI/UX Designer |** *Dec 2017 - May 2018*

◙ **UI/UX Design Intern |** *Sep 2017 - Dec 2017*

Lead Designer of Retail Demo Experience for Razer Phone 2

- Designed customer-facing UI/UX from concept to ship.
- Conducted user testing & created actionable checklists based on feedback.

Product Owner & Lead Content Creator of Razer Theme Store for Razer Phones 1 & 2

- Created style guide for mobile themes.
- Optimized SDK packages of theme UI for new OS releases (Nougat through Pie).
- Generated thousands of downloads across 170+ published weekly themes.
- Illustrated 15+ wallpapers & icon sets.

Mobile Onboarding Experience Designer

- Designed UI/UX from concept to finish.
- Collaborated with local and international teammates for localization.