

Angela Ma

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Sr. Product designer with 10+ years of experience designing AI, enterprise SaaS, and healthcare products from 0→1 concepts through launch and continuous improvement. My work has helped streamline operations across 100+ retail locations and supported digital experiences for enterprise brands including Disney, Pizza Hut, KFC, and Aramark. I've worked with both startups and enterprise organizations, bringing new products to market and improving existing ones by using user feedback and data to move the metrics that matter to the business.

EXPERIENCE

Sr. Product Designer

Quilt Software - Remote MAY 2025 - JULY 2026

- Reduced checkout time by 15%-20% across 100+ retail locations by redesigning complex POS workflows into intuitive, easy-to-learn experiences for store staff.
- Improved customer satisfaction and reduced onboarding time by simplifying operational tasks, allowing new staff to become productive with minimal training.
- Established a scalable design system and brand foundation that unified product, web, and go-to-market experiences, improving design consistency as the company expanded.

Sr. UI/UX Design Lead

15 Seconds of Fame Inc - Remote MAY 2020 - MAY 2025

- Served as the sole designer, leading the design strategy across multiple products and establishing a unified user experience as the company expanded.
- Built multiple mobile and web products from concept to launch, partnering directly with executives to transform business ideas into market-ready experiences.
- Created a scalable design system that aligned product, marketing, and web experiences.
- Ran several projects at once, shipping fast even with shifting priorities and a lean team

Sr. UI/UX Designer

SpotOn, Los Angeles, CA OCT 2019 - APR 2020

- Designed high-volume kiosk experiences used by **Disney**, **Dodger Stadium**, and **Aramark**, focused on getting first-time users through quickly.
- Improved usability across diverse deployment environments by translating user research into scalable interaction patterns adaptable to multiple client brands.
- Partnered closely with product managers and engineers to streamline delivery, reduce implementation friction, and ensure design solutions were technically feasible.

Sr. UI/UX Designer

Tillster Inc, Los Angeles, CA DEC 2014 - SEP 2019

- Designed enterprise digital ordering experiences for global restaurant brands including **Pizza Hut**, **KFC**, **Burger King**, and **Popeyes**, supporting millions of customer interactions across web, mobile, and kiosk platforms.
- Improved design quality and product decisions by leading usability research, user testing, and data-informed design validation throughout the product lifecycle.
- Collaborated with product management, engineering, and analytics teams to deliver scalable experiences that balanced business goals with customer needs.

UI/UX Designer

Shazam Entertainment, Los Angeles, CA MAY 2014 - OCT 2014

Created customer-facing presentations and mobile advertising campaigns that helped marketing and sales communicate product value more effectively, while strengthening cross-functional collaboration.

UI/UX Designer

NBCUniversal, Universal City, CA OCT 2014 - NOV 2014

Contributed to the **SNL** mobile app by designing UX features within a collaborative product team, helping deliver a polished consumer experience for a nationally recognized entertainment brand.

UI/UX Designer

Monger Marketplace, Toluca Lake, CA MAY 2013 - APR 2014

Helped build a home improvement eCommerce startup from the ground up by designing core product experiences, establishing the foundation for the company's first digital product.

Web Designer

My Blanke Inc SEP 2009 - MAY 2013

Improved consistency and efficiency across multiple eCommerce brands by creating and maintaining reusable visual systems and customer-facing web experiences.

KEY SKILLS & TOOLS

Skills

- 0→1 Product Design
- End-to-End Product Design & UX Strategy
- Design Systems
- Accessibility (WCAG)
- Information Architecture
- User Research & Usability Testing
- User Flows & Journey Mapping
- Product Thinking & Roadmapping

Tools

- Figma
- Adobe Creative Suite
- HTML, CSS
- Miro
- Jira, Confluence
- Maze/UserTesting

EDUCATION & TRAINING

UX Design Courses

Nielsen Norman Group

Mobile Design, UX Design Courses

Santa Monica College

M.A., Fine/Studio Art

Mississippi College

B.F.A., Graphic Design

Anhui University (China)