



Kelly Ma

Product Designer

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[LinkedIn](#)

Experience

Zogo / Product Designer (B2B2C EdTech)

Jan 2022 – Present

- Led the end-to-end redesign of Zogo's Partner Portal (dashboard), conducting a design audit, competitive analysis, and user interviews to enhance satisfaction and usability by 15%.
- Established and maintained a scalable design system for the Partner Portal reducing inconsistencies by 20% and accelerating feature deployment timelines.
- Shipped key features in Zogo's mobile app—such as diverse question types, glossary tools, leaderboards, and an enhanced onboarding flow—to boost user engagement by 10%.
- Designed Teacher Portal feature for teachers to monitor student progress, collaborating with cross-functional teams and iterating based on usability feedback, resulting in a 25% increase in adoption.

Develop For Good / UX Designer

Apr 2021 – October 2021

- Managed the successful launch of the new website, ensuring it was delivered on time and within budget.
- Set visual and interaction design standards, ensuring a cohesive experience across typography, color schemes, and layouts.
- Facilitated stakeholder and user interviews to refine and optimize the online application process, resulting in a 15% improvement in overall application completion rates.

Buttonwood Mementos / Designer

Oct 2019 – Dec 2021

- Led wire-framing in the initial phases of a website redesign, resulting in a substantial boost in user engagement.
- Effectively communicated design rationale to clients, contributing to a 10% increase in repeat business and strengthening client relationships.

Skills

Design

Interaction Design, User Research, Competitive Analysis, Information Architecture, Wireframes, User Flows, Journey Maps, Rapid Prototyping, Usability Testing, Motion Animation, Design Handoff

Tools

Figma, Adobe CS, Maze, Invision, Miro, Sketch, Amplitude, Notion, HTML & CSS

Collaboration

Facilitating design critiques, stakeholder alignment, adaptability, clear communication

Education

DesignLab / UXAcademy

Aug 2022 | UI/UX Bootcamp

Binghamton University (SUNY)

May 2019 | New York

BFA in Graphic Design
Minor in Cinema