

Maggie Ma 🌸

Visual + Interaction Designer

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(973) 986 - 5852

EDUCATION

Carnegie Mellon University

Bachelor of Design 2023

Human-Computer Interaction Minor

GPA: 3.92/4.00

AWARDS

Dean's List '20, '21, '22

School of Design Merit Award 2022

GDUSA Students-to-Watch 2022

SKILLS

Software

Adobe CC

Figma

HTML/CSS

Javascript/p5.js

Design

Graphic Design

Product Design

Communications Design

Interaction Design

User Experience

User Research

Brand Design

Print Design

Systems Thinking

Animation

Drawing/Visualizing

Storyboarding

Wireframing

Illustration

Photography

Languages

English

Chinese

Spanish

EXPERIENCE

Brand Design Intern, Asana

July - September 2022 | San Francisco, CA

Worked alongside Core Brand Creative Pillar to support brand evolution, campaigns, and re-design Asana Academy.

Brand Designer, Lunar Gala

September 2021 - Present | Pittsburgh, PA

Collaborate with creative team to develop visual brand identity and ideate digital/physical assets for Pittsburgh's largest fashion show.

Interaction Design Studio TA,

CMU Human-Computer Interaction Institute

August 2021 - Present | Pittsburgh, PA

Provided feedback and guidance to Interaction Design students on digital product design. Advised professors in grading student work.

Design Intern, Braze

June - August 2021 | New York, NY

Created various internal and external branding assets, collaborated with Content, Product Design, and Marketing teams.

PROJECTS

Umi for UberEats, CUI + Graphic + Product Design

March - May 2022 | Collaborative

Designed conversational user interface for UberEats named Umi to help users ordering food on-the-go.

NOVA, Visual + Product Design

September - October 2021 | Collaborative

Designed conversational AI interface for users to navigate anxiety through guided, interactive mindfulness exercises. Contributed to concept, research, and visual design.

SPC Broadband Campaign, Branding + Visual Design

October - December 2021 | Individual

Designed public messaging campaign calling for equal internet access, in collaboration with the Southwestern Pennsylvania Commission (SPC), Allies for Children and Metro21 @ CMU.