

Vicky Ma

Graphic/Visual Designer

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/ Work Experience

Osmo - Graphic Designer

05/2020 - 08/2022, MENLO PARK

- Collaborate with all the retail vendors (E.g. Amazon) to help create the visual work for product promotion and usual updates.
- Maintain product web page, and create new mockup for seasonal promotion and new product release.
- Build and sort design elements to fulfill the branding library.
- Working with the marketing team to help build new banners, display ads, and other promotions.
- Providing ideas to help companies deliver innovative web pages and graphics for different retailer pages.
- Working with third-party platforms and freelancers to ensure the art aligns with the company's guidelines.

Facebook - Contract Graphic Designer

08/2019 - 11/2019, MENLO PARK

- Helping improve internal website projects, Designed Mockups for web applications. Optimize user interface and interaction design.
- Proficient in a variety of methods to convey ideas and concepts (e.g. storyboards, wireframes, prototypes, etc).
- Design logos, posters, stickers, swag, and digital communication assets.

Eargo - Graphic Designer

07/2018 - 07/2019, SAN JOSE

- Collaborate with business teams to ensure all marketing communications across channels and departments remain consistent and align with strategic and brand marketing goals.
- Create campaigns for company events and marketing ads to position the company in a competitive market and grow brand knowledge.
- Worked closely with product owners, engineers and PM's to deliver end-to-end user experiences that optimize user needs, business goals, and technological realities across web & mobile platforms.
- Drive email marketing strategy through the creation and implementation of email campaigns and templates.
- Iterate static and dynamic marketing materials for email and online marketing campaigns.
- Design logos, posters, stickers, swag, and digital communication assets.
- Redesigned website, and oversaw prototyping using Invision prior to launch.
- Worked collaboratively with development teams to create interface functionality.
- Designed graphic elements, assets, and visual treatments complying with design standards.

ACTON - In-house Designer

09/2017 - 06/2018, SANTA CLARA

- Work in close collaboration with the marketing team to improve user Acquisition channels.
- Translated brand development goals into visual user interfaces for interactive and design projects.
- Designed Mockups for web applications.

ATS GROUPS - Web & Graphic Designer

02/2017 - 08/2017, FREMONT

- Deliver consistent visual experiences across digital and print channels.

/ Education

MASTER of ART

Web Page, Digital/Multimedia and Information Resources Design

Academy of Art University

2016, San Francisco

BACHELOR of ART

Fine and Studio Arts

Harbin University of Science and Technology

2013, Hariban, China

/ Skills

Expert in Adobe CC, Sketch, InVision, and other design tools.

Coding knowledge: Basic HTML5, CSS.

Skilled in a variety of methods like storyboards, wireframes, prototypes, mockups, etc. to convey ideas and concepts.

A solid foundation in typography, layout, user interface, and user experience design.

Strong problem-solving skills.

Excellent visual, written and verbal communication skills, along with presentation and negotiation skills.

/ Technical Proficiencies

Adobe Creative Suite

Sketch

InVision

CSS

HTML