Sasly (Airu) Ma

PRODUCT DESIGNER

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LinkedIn

sasly-portfolio.com/

Experience

Product Designer

Socratic Systems Inc
Dec 2023 - Nov 2024

- Led the design of "Breezy," an AI-driven mobile web application integrating LLM technology. Delivered visual designs from initial concepts to high-fidelity prototypes, covering both B2B and B2C use cases and designing over eight user flows.

- Solved complex design challenges through an iterative process, effectively presenting design solutions to the product team. Collaborated closely with the product manager to gather and refine requirements, aligning the design process with business goals and identifying key opportunities for innovation.

UX Designer

Freelance
Mar 2023 - Oct 2023

- Led the design of the "Closer" mobile app, addressing long-distance relationship challenges through user research and persona creation, and implementing innovative features via iterative design and usability testing.

- Designed the "PostUp" mobile app, helping remote workers discover ideal coffee shops to work at. Employed the "design sprint" method, covering wire-framing, UI design, and usability testing for a polished end product.

Production Manager

Likeaboss Limited
May 2020 - Mar 2022

- Directed user-centric video campaigns from concept to completion, seamlessly aligning with user preferences and company objectives while fostering innovative ideas. Achieved notable success with a Times Square campaign, earning over 1 million impressions.

- Facilitated collaboration across production teams, stakeholders, and clients, integrating user feedback into the video production process.

Development Intern

Fox Entertainment
Feb 2020 - Apr 2020

- Analyzed 70+ scripts and books, delivering detailed summaries, expert reviews, and constructive feedback to enhance storytelling and character development.

- Streamlined office operations, managing executive meetings, and coordinating DVD distribution for enhanced efficiency.

Education

University of Washington
Human Centered Design & Engineering
MA | Sep 2024 - Present

Springboard
UX Career Track
Certification | Mar 2023 - Nov 2023

Carnegie Mellon University
Entertainment Industry Management
MA | Aug 2018 - May 2020

Syracuse University
TV, Radio, Film
BA | Aug 2014 - May 2018

Skills

User Research

Low to High Fidelity Design

Prototyping

Persona

Storyboarding

Wireframing

Usability Testing

Digital Marketing

Campaign + Branding

Video Production

Project Management

Tools

Figma

Adobe Photoshop

Adobe Illustrator

Final Cut Pro

Languages

English

Mandarin Chinese

Korean