

# EKATA MA

## Product Designer

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Apply deep insight to craft intuitive and engaging digital experiences that elevate user satisfaction and drive business success. Leverage a background in Jewellery Design to create products to make a meaningful impact and enhance overall user experience.

## AREAS OF EXPERTISE

### PRODUCT/UX DESIGN

- Creating user personas, user flows, wireframes, and prototypes to drive user-centric design.
- Utilizing rapid prototyping and validation techniques to optimize product-market fit and enhance user satisfaction.
- Conducting thorough user testing and analysis to make data-driven design decisions.
- Performing comprehensive market analysis and research to develop a weather-based maritime wayfinding app.
- Incorporating feedback from users, stakeholders, and team members to promote collaboration and inclusivity, resulting in enhanced design outcomes and user satisfaction.
- Developing design systems, style guides, and typography for cohesive communication.

### CUSTOMER SERVICE

- Resolving product and service issues by identifying customer complaints, diagnosing causes, and suggesting solutions.
- Managing customer accounts proficiently by accurately documenting details and adhering to procedures.

## PROFESSIONAL EXPERIENCE

### CUSTOMER SERVICE REPRESENTATIVE

Umicore Precious Metals Canada Inc. (Oct 2022 - Present)

### JEWELLERY DESIGNER

Simply Perfect Jewellery LTD. (May 2022 - Aug 2022)

### SALES SPECIALIST

TSL Jewellery Limited. (Jul 2020 - Sept 2020)

### ART INSTRUCTOR

PencilStudio. (Jan 2019 - Jan 2020)

## EDUCATION

### CERTIFICATE IN UX DESIGN

Career Foundry (2024)

### BACHELOR OF DESIGN

SPECIALIZING IN JEWELLERY DESIGN

OCAD University (2022)

## TECHNICAL SKILLS

- User Research and Usability Testing
- Wireframing and Prototyping
- Interaction Design
- Information Architecture
- Visual Design and UI Development

## SOFT SKILLS

Problem solving • Attention to detail  
Empathy • Active listening • Efficiency  
Creativity • Collaboration

## TOOLS

- Figma
- Adobe CC
- Rhino

## LANGUAGES

- English
- Cantonese
- Mandarin