

SHERRIE MA

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Experiences

UX/UI designer at *Addwii*

Mar. 2023-Jan. 2025

- Led UX strategy and end-to-end design for ZAP's U.S. market expansion, delivering a consumer-facing app, installer backend tool, and localized marketing website.
- Translated complex business goals and technical constraints into intuitive, cross-platform experiences aligned with smart home user expectations.
- Collaborated with cross-functional partners across Sales, Marketing, R&D, and Engineering to streamline workflows and ensure cohesive, brand-aligned solutions.
- Advocated for scalable design systems and embedded user research practices to accelerate iteration and strengthen team alignment in a fast-paced startup environment.

Technology and Merchandising Pro ISE/Operation Specialist at *Apple Fifth Ave*

Oct. 2019-Jun.2024

- Supported Apple Vision Pro launch by coordinating 3 major merchandising resets and leading a sub-team of 3 to execute 5 resets in 6 months, enhancing in-store customer experience.
- Partnered with cross-functional teams (Business, Today@Apple, Genius Bar, IS&T) to drive store-wide initiatives and enhance operational alignment and customer experience.
- Contributed to team development by supporting tech and merchandising leadership in talent sourcing, training syllabus planning, and mentoring new specialists.

UX/UI designer at *DirectED*

Aug. 2022-Apr. 2023

- Co-designed and launched DirectED's first website, establishing a clear digital presence for a growing nonprofit supporting tech education in East Africa.
- Streamlined the crypto donation flow to improve accessibility for global donors and align with the organization's blockchain-driven funding model.
- Helped connect donors with impact by enabling high school students in Kenya and Ethiopia to access coding bootcamps and launch tech careers.

Education

Springboard UX/UI Design Career Track

Oct. 2021-Dec. 2022

Certification, Comprehensive course in UX/UI methodologies and technologies

Royal Holloway University of London

Sept. 2017-Aug. 2018

MSc International Management

Stony Brook University

Sept. 2012-Dec. 2016

BSc Coastal Environmental Science

Skills

Human-centered UX design · Cross-cultural research · Accessibility (WCAG) · Collaboration & mentorship · Mission-driven product strategy · Agile methodologies · Figma · Webflow · Adobe Creative Suite · Canva · Sketch · Procreate · SQL