

# Ellen Ma

Graphic & Web Designer

ellenhma@gmail.com | www.ellenma.com | (408) 466-5406

With a passion for designing minimal and bold graphics, my main strength is to challenge myself to take an idea into new and exciting directions. During my career, I have used typography, imagery, and creative concepts to excite and intrigue. My professional attitude and approach makes me a great team player who possesses exceptional verbal and written communication skills. Currently, I'm interested in working with a team of experienced designers in a fast-paced environment that will allow people to step-up into high-profile design roles.

## EDUCATION

2012 – 2013	AA in Graphic & Interactive Design De Anza Community College
2008 – 2010	MA in English Composition San Francisco State University
2002 - 2007	BA in Comparative Literature San Francisco State University

## RECOGNITION

03.2013	Logo/Brand De Anza College Math & Science Fair
02.2013	Press Kit Anthony Ervin, Olympic Gold Medalist

## SKILLS

### PROFICIENT IN:

Adobe Creative Suite 6 – Photoshop, Illustrator, Indesign  
Sketch3  
Balsamiq  
Microsoft Office Suite  
HTML/CSS  
Mandarin (speaking)

### KNOWLEDGEABLE IN:

Digital Cameras  
Github  
ExactTarget

## CAREER HISTORY

05.2017 - Present      Ellen Ma Designs    San Jose, CA  
Creative Marketing & Design Professional

- Provide successful design solutions for a wide range of clients in multiple fields including: startups, consulting firms, food & health, and publishing.
- Mock-up website designs for mobile and desktop
- Laying out design & production of documents
- Create print ready files for publishers
- Updating info sheets

06.2015 – 05.2017      Next Issue Media, Inc    Menlo Park, CA  
Visual Designer

- Collaborate closely with Marketing to design and execute visual assets, banner ads, and emails for upcoming promotions
- Understand, advance, and execute treatment tests within emails to further develop the most effective techniques to aid further tests
- Spearhead and design the company's brand guide
- Work with Associate Creative Director to build and refine HTML email templates in ExactTarget, create HTML5 banners, and develop digital illustrations
- Updating graphics for company website and screens within our app
- Design email and banners ads for our partners while adhering to their visual guidelines

# Ellen Ma

Graphic & Web Designer

ellenhma@gmail.com | www.ellenma.com | (408) 466-5406

09.2014 – 06.2015      Bulavard, Inc      Sunnyvale, CA  
Graphic, Web, & UI Designer

- Create user flow, pixel-perfect mockups, wireframes and execute product design on mobile and web
- Collaborate with developers to ensure designs are scalable and feasible
- Direct UI and Visual Design in creating engineering-ready product assets
- Front-end development in HTML5 / CSS for company landing-page in Wordpress
- Design storefront templates for mobile and web

08.2013 – 09.2014      Firefly Educate      San Jose, CA  
Graphic, Web, & Marketing Designer

- Design all graphics and coding HTML emails
- Design layouts for datasheets and course documents
- Design and mockup splash pages for events
- Design, prep, and execute printed visual deliverables for conferences
- Take existing materials from one market and versioning them for another
- Cleanup and modify screenshots, photos, and datasheets
- Build wireframes, mockups, and splash/landing pages
- Establish and promote design guidelines, best practices, and standards
- Mindful of budgets for given tasks and assignments for projects

06.2013 – 08.2013      ZERO1      San Jose, CA  
Graphic & Web Summer Intern

- Work closely with the Director of Marketing to create in-house promotion print materials
- Update and assist to create stronger UI assets
- Collaborate with featured artists on promoting events
- Quick to adapt design message within budget

08.2012 – 08.2013      Winasaurus, Inc.      Campbell, CA  
Graphic Designer/Market Researcher

- Design in-house promotion materials
- Breakdown and catalog UI elements in mobile & web application
- Work with Creative Director and Front-End Developer in a startup environment
- Organize and execute Q&A sessions with small brick and mortar retailers
- Field assistant to the market research lead