



Alan Ma

I am a user experience product design leader located in the San Francisco Bay Area.

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EXPERIENCE

Director User Experience Product Design - RingCentral

Belmont, CA 2017 – Present

- Champion and evangelize the UX team throughout the organization
- Build & lead global UX team (US, China, Russia and Ukraine) to fulfill organization visions
- Recruit extraordinary talents and revamp the culture and atmosphere to the next level
- Articulate design ideas and concepts to stakeholders, managements and executives
- Create new processes, procedure and guideline for projects
- Bridge relations with cross-functional teams, Engineering, Product, Marketing, Professional Service...
- Brownbag, UX Showcase to increase the visibility of significance of user experience
- Initiate design system to elevate production velocity
- Training, coaching and mentoring designers to be successful
- Improve productivity by excising OneTeam altitude to utilize team's expertise
- Translate product requirements to IA, user journeys, research, mocks, prototype
- Identify personas, value proposition and business model
- Managing UX backlog and roadmap
- Participate in customer interviews to understand their needs
- Partner with professional service & researchers to understand customers' needs and improve NPS

Senior Principal UX UI Designer / Manager - Western Digital | SanDisk

San Jose, CA 2014 - 2017

- Managing a team of 5 designers to fulfill the needs of UX
- Run and manage UX design sprints and weekly UX backlog grooming
- Produce information architecture, user flows, wireframes, visual concept of applications
- Product and feature designs for clouds and hardware storage applications
- Responsible for formal usability testing and processes, translate customer insights into PRD
- Increase visibility by presenting early stage prototype to stakeholders
- Translates earlier alignment on design direction across departments
- Communicate with Stakeholders, PMs, Dev for Engineering concerns
- Design and create visual guideline that push pixel perfect user interface
- Rebrand 3rd party product to maintain the overall consistent look and feel of the company

Principal UX UI Designer - Zscaler

San Jose, CA 2013 - 2014

- With a team of 3 designer, responsible for UX and visual design directions for all platforms
- Provided guidance and feedback on all design related discussions across multiple teams
- Create storyboard, wireframe for different user cases and new functionalities
- Originate corporate style guide for different platforms
- Guide thru each project's full lifecycle (from ideation to UX/UI design to development)

Senior UX UI Designer - McAfee | Intel

Santa Clara, CA 2008 - 2013

- Lead and oversee all design aspects on all platforms, web, mobile and applications
- Design and develop user interfaces (wireframes, mockups, functional prototypes)
- Create corporate style guide for different platforms
- Ownership of each projects' full lifecycle
- Provide mockups and assets for product launches in collaboration with Sales & Marketing

Senior Web UI Designer - Optionetics | Charles Schwab

Redwood Shores, CA 2005 - 2008

- Lead and oversee all design aspects on all platforms, web, mobile and applications
- Design and develop user interfaces (wireframes, mockups, functional prototypes)
- Ownership of each projects' full lifecycle
- Provide mockups and assets for product launches in collaboration with Sales & Marketing

Designer - Federal Reserve Bank, Harris Automation, Sonic Solutions, Marsys, WebPartner, @Manage, SML Group, Gap...

Bayarea, CA Before 2005

PHILOSOPHY

“UX is not rocket science, communication is. We build product for users not ourselves. Designers do not only design, we tell story.”

MOST PROUD OF

Culture

Completely revamp the culture & atmosphere of the UX team. VP said, “Hiring Alan is the turning point of the team.”

Visibility

Letting the organization knows what UX is, what we are working on and how we impact the company

Energy

Going to the office with people around me saying “Good to have you here, Alan.”

Ownership

Taking the ownership and to be trusted on the most profitable product

EDUCATION

MA of Industrial Art 2004
BA of Industrial Art 1998
SF State University

LANGUAGES

English Cantonese Mandarin

MY TYPICAL DAY

40% Communicating

Connect with different teams, meetings, collaborating and finding out what people need

40% Spending time

Spending time with the design teams for reviews, brainstorming, capture new ideas

10% Sketching

Translate requirements on sketch and present to product group

10% RoadMap

Take care of the UX RoadMap and make sure everything align to the master plan