

----- PRODUCT DESIGNER · SAN FRANCISCO

John Ma

Designing for enterprises and emerging technology

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[↗ johnmaartifacts.substack.com](#)

----- EDUCATION

UCLA

BS COGNITIVE SCIENCE

Minors in Digital Humanities and Entrepreneurship · GPA 3.639/4 · Dean's Honor List
LA Hacks Motion Designer · StudySmart Lead
Mobile App Designer · HCI Research Lab AR Researcher · SEP fraternity member

General Assembly

UX & GRAPHIC DESIGN · FALL 2018

----- SKILLS

DESIGN · 14

FIGMA · SKETCH · PRINCIPLE

PROTOPIE · INVISION · AFTER EFFECTS

ILLUSTRATOR · FRAMER · ZEPLIN

LENS STUDIO · SPARK AR · BLENDER

MIRO · CINEMA4D

DEVELOPMENT · 13

HTML · CSS · JAVASCRIPT · PYTHON

C++ · SWIFT · ARKIT · UNITY · REACT

NEXT.JS · TAILWIND · FRAMER MOTION

VERCEL AI SDK

----- RECOGNITION

AWARDS & FELLOWSHIPS

- KPCB Design Finalist 2020
- UCLA Departmental Scholar Program
- Top 5 Safety Hacks @ Tree Hacks
- UCLA Designation — 1st in 60 teams
- Forbes Under 30 Scholar 2019
- 3 Days Startup — 1st in 10 teams

----- WORK

ROLE: PRODUCT DESIGNER · AI INTERNAL TOOLS

OCT 2024 — NOW

Meta

Product designer in AI internal tools and data infrastructure. Spread led across 3 product areas (analytics, data governance and trust, and data observability).

AI

INFRA TOOLING

ROLE: SENIOR PRODUCT DESIGNER, AI

JUL 2023 — SEP 2024

Apollo

Series D all-in-one platform offering AI-powered assistance across the entire deal funnel — transforming the way sales and marketing teams operate. Led all design aspects of AI sequencing and message intelligence. Scaled WAU from **1,500 to 3,500 in 2 months** and increased AI emails sent by **35%**.

AI

SAAS

ROLE: PRODUCT DESIGNER, GENERATIVE AI

OCT 2021 — JUL 2023

Scale AI

Led design for the entire enterprise labeling product (Pro, 3D, 2D, Mapping and Smart Capture). Previously flex (rotating) designer for Federal, Catalog and Synthetic Data. Helped launch 3 product demos that drove **\$70M ARR** with key customers like GM and Toyota.

AI

INFRA TOOLING

ROLE: PRODUCT DESIGN INTERN

JUN 2021 — SEP 2021 · 4 MOS

Meta

Scoped, designed and launched the onboarding experience and attribution setting menu with one front-end engineer, one senior designer and two user researchers.

SAAS

ROLE: AR PRODUCT DESIGN INTERN

JUN 2020 — SEP 2020

Snapchat

Collaborated with PMs, engineers and designers to launch 2 AR lens features that impacted **100 million** Lenses users worldwide.

CONSUMER

ROLE: GRAPHIC + UX DESIGNER (CONTRACT)

MAR 2020 — MAY 2020

Yobs Technologies

Produced customer journey maps, decks and scoped use cases, and designed graphic materials for SaaS personality web dashboards.

BRAND