TONNY MA

9+ years designing for VC backed portfolio companies

EXPERIENCE

Gladly | San Francisco, CA

Product Design | Aug 2015 - Apr 2020

First product design hire. I have lead and directly contributed to over 40 high impact features at Gladly.

Gladly is a customer service platform used and loved by recognizable brands such as JetBlue, Tumi, Godiva, Hyatt, Porsche, Sotheby's, Tory Burch, Crate & Barrel, Warby Parker, Allbirds and many more. Ventured-backed by Greylock and NEA.

Notable projects I lead and designed:
• Core desktop agent experience and communication channels (Email, SMS, Twitter, WhatsApp)
• Native telephony voice platform (main differentiated feature against competitors)
• Speech recognition Interactive Voice Response (IVR)
• Consumer chat (first consumer-facing white-label product experience - seen on the brand's websites).
• Mobile In-app chat SDK
• Estimated wait time (algorithm and logic)
• VIP consumer routing logic
• In-chat payments

I helped grow the product design team from 1 to 9, along with two brand designers while mentoring junior designers.

In addition to a great agent user experience, millions of consumers use my designs every day to communicate with their favorite brands.

SKILLS

Managed entire design life cycles

Visuals, interaction design, animations, and prototyping expert

Created design systems for clarity and consistency

Simplified ambigious complex problems into elegant solutions

Lead design team processes (critiques, planning boards, reviews, etc)

Lead user research

Lead customer meetings to validate assumptions and designs

Improved communication between engineering, product management, design, customer success, and professional services

Thrive in a startup environments

Photography (executive and career photoshoots)

EXPERIENCE

Bluebox Security (Acquired by Lookout) | San Francisco, CA
Principal UX Designer | Dec 2014 - Aug 2015
Lead UX/UI Designer | Jan 2013 - Dec 2014

First design hire. Lead and designed the product from series A funding to acquisition.

Bluebox is a security platform for enterprises to control company data in a bring your own device (BYOD) to work world. Venture-backed by Andreessen Horowitz. I designed the administrator experience, including a web dashboard, and a consumer facing iOS and Android enterprise app store within a mobile app.

Complete design lifecycle: User research, personas, concept (user stories and use cases), wireframes, interactions, prototypes, high fidelity mockups, redlining, asset production, development, and testing.

Open Solutions Group Inc. | San Diego, CA
User Experience Designer | Oct 2011 - Jan 2013

First design hire.

Open Solutions Group is a military defense contract company. I lead the designs of 'Deployment Tracker'. A Redfin/Zillow like product over classified maps for the US military to track deployed personnels.

I also lead the designs of a Secondary product called Cellularlive for AT&T to track and monitor their existing mobile cellular towers.

TOOLS

Figma
Sketch
Adobe Photoshop
Adobe Ilustrator
Principle
Invision
Keynote

EDUCATION

University of California, San Diego
B.S. Electrical Engineering
2004-2009