

Didier Ma

UX design, visual design & team leadership

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I design digital products and help teams work through unfamiliar problems. My background spans web and visual design, customer-facing work at Apple, and hiring tools at Indeed. I combine hands-on interaction design with research collaboration, facilitation and mentoring.

Experience

Senior UX Designer

Indeed | 2015 - 2026

- Worked across employer hiring journeys, from onboarding and job selection to candidate review and interviews.
- Planned and facilitated a remote design sprint with 40+ participants for Virtual Recruiter. Continued with prototype testing and the employer journey as the team took the concept into production in six months.
- Worked on job selection for large employers with shared accounts, so recruiters could choose which jobs to see and receive notifications for.
- Served as the first UX Lead for Indeed University in 2019, managing one associate product manager and three engineers, and organising support from 10+ UX colleagues.
- Mentored designers through design feedback and support for their professional development.

Art Director / UX Manager

SEEK Asia | 2013 - 2015

- Managed and mentored two visual designers and two interns. Provided direction and reviews for marketing designers across seven regions through dotted-line reporting.
- Redesigned the jobsDB UI elements and led the refresh, working directly with TBWA's creatives on the brand guidelines.
- Led the design, implementation and rollout of the jobsDB email framework and international guidelines for regional marketing teams.
- Led a separate taskforce of five engineers and two UX designers to build a shared interface library for jobsDB and JobStreet.

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Experience, continued

Creative / Retail Training

Apple | 2011 - 2013

- Worked directly with customers as a Creative at the Apple Store in Hong Kong, helping them understand and use their products.
- Planned and facilitated classroom and in-store training for more than 2,000 employees across five new Apple Stores.
- Worked with market leaders and colleagues in localisation, retail design and instructional design on the store experience.

Senior Designer

EF Education First | 2007 - 2011

- Led the visual redesign of englishtown.com, working directly with the Chief Creative Officer.
- Mentored UI designers and front-end engineers on reusable marketing emails and sales pages that regional marketers could adapt and test.
- Developed design processes and guidelines for an online learning platform with a remote development team of 50+ people.

Earlier experience

PPN - Web Design Architect / Design Manager (2006 - 2007)

Bee Communications - Senior Designer (2005 - 2006)

PPN - Senior Designer (2004 - 2005)

Freelance - Design & Technology Consultant (2002 - 2005)

iConcept - Web Designer / Programmer (2000 - 2002)

Education

MA User Experience Design

Falmouth University | 2026

Final project: Flicker, a dating concept explored through research, interaction design and prototype testing.

Advanced Diploma, Information Technology

City & Guilds | 2000

Skills & languages

Interaction design, visual design, prototyping, usability testing, design systems, workshop facilitation, mentoring and team leadership.

Cantonese (native), English (fluent), Mandarin (basic).