

Didier Ma

Product and design systems leader who turns ambiguity, research, and cross-functional constraints into product direction, operating structures, and team capability. Experience spans hiring platforms, mobile products, regional marketplaces, service systems, and governed AI.

SELECTED EXPERIENCE

Indeed

2015–present

Senior UX Designer

Hiring systems · Employer products · Product strategy · Design leadership

- Product strategy and UX across employer hiring workflows, recruiting automation, mobile employer products, research synthesis, and decision-support systems.
 - Led cross-functional design sprints with 25+ participants for Employer Mobile and 40+ participants remotely for Virtual Recruiter.
 - First UX Indeed University Lead; managed and mentored four non-UX direct reports and recruited a 10+ person UX support network.
 - Mentored designers across teams and led 10 regional leaders for an employee-led LGBTQ+ inclusion group.
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SEEK Asia

2013–2015

Art Director / UX Manager

Regional marketplace · Design systems · Cross-market governance

- Managed visual designers, interns, contractors, and remote marketing-design collaboration across seven regional contexts.
- Led a taskforce of five engineers and two UX designers to build the first shared design-system library for jobsDB.com and JobStreet.com.
- Set review practices, guidelines, and shared standards while preserving local-market context across employer and candidate experiences.

Apple

2011–2013

Creative / Global Retail Trainer

Service capability · Localization · People development

- Worked with market leaders and Cupertino leadership to tailor the first Apple Store experience for Hong Kong.
- Led classroom and in-store training for 2,000+ new Apple Store employees across levels.
- Partnered with people leaders, localization, retail design, and instructional design to connect service standards with employee capability.

EF / Englishtown

2007–2011

Senior Designer, Global

Learning products · Web/mobile systems · Distributed execution

- Led product and visual-system work for the global Englishtown learning experience across web, mobile, content, and campaign systems.
- Created modular responsive email and sales-page frameworks for market-specific updates and experimentation.
- Developed design-process and system guidance for a remote 50+ development team and collaborated with 13+ regional/country managers.

EARLIER EXPERIENCE

Web Design Architect / Design Manager — PPN — 2006–2007

Senior Designer — Bee Communications — 2005–2006

Senior Designer — PPN — 2004–2005

Design and Technology Consultant — Freelance — 2002–2005

Web Designer / Programmer — iConcept — 2000–2002

EDUCATION

Falmouth University

MA, User Experience Design — Human–Computer Interaction, 2026

City & Guilds of London Art School

Advanced Diploma, Information Technology, 2000

LANGUAGES

English — fluent

Cantonese — native

Mandarin — basic

CAPABILITIES

Product strategy

Research synthesis

Hiring systems

Mobile strategy

Automation trust

Decision-load reduction

Design systems

Facilitation

Mentoring

Human-controlled AI