

TOMMY MA

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PROFILE

I am passionate about meaningful user-centered design principles and design-thinking concepts. My practice focuses on creating a holistic and utilitarian design approach, aiming to simplify complexity and to create meaningful experiences for users.

EXPERIENCE

CONTENT CREATOR

OPENROAD AUTO GROUP LTD. | 2018 - PRESENT

- Developing content for diverse brands like Porsche, BMW, MINI, Jaguar, Land Rover, Lexus, Toyota, and Honda, focusing on product storytelling
- Creating engaging video content to highlight product features and services
- Managing the brand's presence on Facebook, YouTube, and Instagram
- Producing content that resonates with a wide range of users, strengthening brand identity and user engagement
- Collaborating with strategists and product experts to develop content strategies aligned with user needs
- Using feedback from end-users and sales teams to guide content creation, turning user insights into engaging content
- Communicating effectively across teams, leading projects to successful completion

PRODUCT ADVISOR

OPENROAD TOYOTA PORT MOODY | 2017 - 2018

- Demonstrating strong communication skills by understanding and addressing each client's vehicle needs, ensuring exceptional customer service
 - Selling new and pre-owned vehicles, effectively presenting solutions to clients
 - Maintaining thorough knowledge of all products, features, specifications, and pricing, utilizing this expertise to creatively and effectively solve client problems
 - Setting and pursuing monthly goals, consistently achieving these objectives
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CERTIFICATE IN GOOGLE UX DESIGN

COURSERA | 2023 - PRESENT

- Anticipating completion in January 2025
- Enhancing design abilities and developing a professional portfolio

B.A. INTERACTIVE ARTS & TECHNOLOGY

SIMON FRASER UNIVERSITY | 2011 - 2016

- Concentrated in user-centred design and film
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AWARDS

MARKETING DESIGN AWARD, 2022

PORSCHE CARS CANADA, LTD.

- Designed a set of collage layouts for a Porsche Cars Canada Initiative: Sportscar Together Day

REGIONAL WINNER: THE TOYOTA COROLLA WALKAROUND VIDEO, 2020

TOYOTA CANADA, INC.

- Created a national competition entry: the Toyota Corolla walkaround video
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PROFICIENCIES

Applications: Figma | Adobe Premiere Pro | Adobe After Effects | Adobe Lightroom | Adobe Illustrator | JIRA

Languages: English | Mandarin