Karen Ma

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Experience

End Poverty in California – Fellow   June 2025 – Aug 2025

- Conducted interviews with local leaders in the poverty alleviation ecosystem to identify key indicators and blockers of success at cross-collaboration
- Researched the poverty landscape to create internal memos on statewide poverty alleviation efforts

Families In Action — Fellow   June 2025 – Aug 2025

- Conducted literature review and landscape analysis of partnership opportunities for literacy programming in Title 1 schools
- Identified gaps and areas of opportunity to scale existing programming to the next step

SingleStore — Director, Head of UX   Oct 2022 – Mar 2025

- Created, oversaw and executed on product roadmap for Growth and Developer Experience teams, including facilitating product vision workshops and bridging gaps between product, design and engineering
- Oversaw the inception to delivery of company-wide initiatives including an entire UI overhaul, and several 0->1 features, such as the Home Page and the in-app developer experience
- Iterated on growth metrics using a product-led growth strategy to shift from a sales-led approach to organic bottoms-up growth
- Managed a team of 4 product designers

LogicGate — Senior Product Designer   Jan 2021 – Sept 2022

- Facilitated workshops to guide product vision setting and big-picture strategy across product and engineering
- Conducted ethnographic interviews and shadowed users to understand how the product fit into their entire workflow, outside and inside the application
- Introduced best practices for developer + design relations and established a design debt backlog as the squads' first full-time design hire

NextCapital — Lead Designer   Oct 2018 – Dec 2020

- Built out a web analytics foundation for design and product to measure success of features and review usability issues, using data analytics software, Looker, Segment and built-in Google Analytics.
- Established formal design practices by facilitating design critiques, setting expectations on design constraints and advocating for design integration to the product development practice
- Created jira scripts, change logs and template reports for weekly agile project management across product and engineering

Education

University of California, San Diego
BS Cognitive Science (Human Computer Interaction) — 2018
Minor: Computer Science

Activities

Urban Leaders Fellowship — Policy Fellow   June 2025 – Aug 2025
Robin Hood Blue Ridge Labs - Founder Fellow (Phase 1)   July 2025 – Aug 2025