

Barry Ma

Digital Experience Designer

**Product Designer, spanning AI products and game interfaces.
Co-founder of AOVA, driving design from concept to software
prototype and investor narrative.**

2026.1 - 2026.8

Product Designer & Artist - Metro Vancouver

- Mapped spatial navigation, exploration, and content browsing through visual storyboards and interaction flows, translating abstract VR mechanics into tangible digital interfaces.
- Led rapid prototyping to transform complex public information into a browsable and understandable 2D & 3D spatial experience.
- Focused on balancing comprehension cost, spatial orientation, and interaction clarity for users, improving usability test scores from 4/10 to 9/10 and significantly reducing the learning curve.
- Partnered with developers to optimize scene layout and performance, driving FPS from ~20 to a stable 75.

2025.3 - 2025.8

PV Designer - Tencent TiMi Studio

- Led design for the DreamStar x Soul Land IP collaboration, delivering high-performing in-game props and cinematics that generated ~\$1M USD in revenue post-launch.
- Translated an IP animation scene into an in-game cinematic through storyboards, scene design, and character concepts.
- Led cross-functional alignment with VFX, modeling, and environment artists, translating narrative goals into camera language, pacing, and lighting to guide final Unreal Engine deliverables.
- Designed the game's first dual-form prop, using A/B concept drawings to guide environment artists in building shippable assets.

2024.3 - 2025.3

Co-founder / Product Designer - AOVA

- Designed the end-to-end user experience and interfaces from voice capture through AI structuring, privacy filtering, and user confirmation, shaping how the product evolved from a simple "recording" tool into a personal memory system.
- Defined AOVA's brand identity and product visual language, translating an early-stage AI wearable concept into immersive scenarios, app flows, and presentation-ready prototypes.
- Built and iterated on the product's website and user-facing touchpoints to test early positioning, helping validate market interest with 200+ seed users and 500+ trial users.
- Used visual storytelling and prototype design to communicate product value to stakeholders, contributing to ~80K USD in seed funding secured from the DJI ecosystem.

barryma.ca

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Education

2025.9 - 2026.12

M.A. in Digital Media
University of British
Columbia

2021.9 - 2023.12

B.A. in Game Design
Academy of Art
University

2019.9 - 2021.5

A.A. in Game Design
Langara College

Skills

Prompt engineering,
AI Rapid
prototyping, Vibe
coding,
Storyboarding, User
flow

Maya, ZBrush, Unreal
engine, 3D
prototyping

Figma, Github, Jira

Awards

Langara College CEA
Grad Show Best Game
Winner

InnoX Most Popular
Award / Junior Product
Manager