



Syriaa Ma

CHIEF DESIGNER

Profile

With over 12 years experiences in Jewelry Production and Design. I am specialized in design, production flow, silver/wax mould, JewelCAD, trend forecasting and business management. The fruitful experience enables me to provide professional opinions to the factories and customers, making sure the technical problems can be solved.

Being the Chief Designer for more than 4.5 years in an international company, I have led my team in providing over 5,000 designs. Among them are some tailor-mades for different countries, such as U.S, Cape Town, China, Belgium etc. With sophisticated free-hand and digital drawing skills, I am well-equipped in designing unique and profitable products. Consolidating my experience and hands on skills, I can provide insightful and realistic branding advice to enable companies to transform and move to the next level.

Employment History

Chief Designer, Charming Jewellery LTD., Hong Kong

MAY 2022 — PRESENT

- Detecting errors in the business workflows. Suggesting possible solutions and working them out.
- Reorganizing the server database. Putting all the documents in order and making it user-friendly. In result, proper transparency of design related information is provided to our colleagues. Productivity increased.
- Accurately predict the trend. Intensely create designs for customers and for our own product lines. Listen to the requests of our salesmen, to satisfy their needs with a professional action. Making sure our designs can hit the markets.
- Admin works like contract writing, setting up QC requirement, Labor cost etc.
- and more.

Chief Designer, La Vie Premium LTD., Hong Kong

NOVEMBER 2015 — MAY 2020

- Led the design team and successfully provided more than 5000 designs to the company, 2000 pieces of designs to our clients. all products are based on professional sketches, tons of research, trend forecasting and insight from sale report.
- Oversaw production line from CAD to finished goods and traveled weekly to factory of China.
- Involved in sales department and joined the meeting with their clients. To understand the demands of the jewelry in every continents. We have communicated face to face or via mobile device and email, provided presentation boards and introduced latest collections. We did always receive good feedback from clients.
- Handled photography, retouch, graphic designs such as leaflet, website

Details

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Links

[Online RESUME](#)

Skills

Management Skill

Business Sense

Trend Forecasting

Problem Solving Skill

Production Knowledge

Organizing Skill

Design & Creativity

Procreate

Adobe

Photo Taking & Retouch

Languages

Cantonese

English

and poster.

Jewelry Designer, Diamond Tree LTD., Hong Kong

DECEMBER 2013 — MAY 2015

- Designed over 1,000 pieces of high-end and complicated jewelry in 17 months
- Evaluated various gemstones regarding their possibilities of transforming into jewelry
- Managed stock keeping and material purchase for booth display

Jewelry Designer, RIO PEARL, Hong Kong

AUGUST 2011 — SEPTEMBER 2013

- Conducted jewelry design course in primary schools as voluntary tutor
- Monitored production in China for JewelCad and modelling
- Awarded Golden Prize in the 9th International South Sea Pearl Jewelry Competition
- Launched numerous of pearl designs

School Tutor, Genius Education Group

JULY 2009 — JULY 2011

Education

Art in Business – Innovation & Design Management, PolyU

SEPTEMBER 2023

The Gouache in High Jewellery 1 & 2, L'Ecole School of Jewellery Arts

SEPTEMBER 2017 — NOVEMBER 2019

Jewelry Design and Technology Higher Diploma, Hong Kong Institute of Vocational Education (LWL Campus)

SEPTEMBER 2008 — SEPTEMBER 2011

F.5 Graduated, Lingnan Hang Yee Memorial Secondary School

SEPTEMBER 2002 — SEPTEMBER 2008