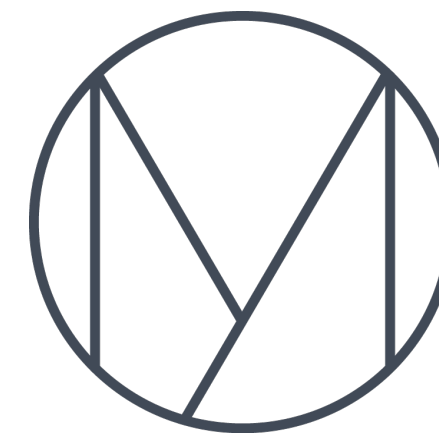


XIAOMENG(MICHELLE) MA

UX Designer & Researcher | Seeking UX Internship for Summer 2018



EDUCATION

Georgia Institute of Technology, GA USA 2017 - 2019

MS Human Computer Interaction, College of Design

The Hong Kong Polytechnic University, Hong Kong 2013 - 2014

MDes Interaction Design, School of Design

• Graduated with Distinction

The Hong Kong Polytechnic University, Hong Kong 2009 - 2013

BEng(Hons) Product Analysis & Engineering Design, Mechanical Engineering

• Graduated with First Class Honors & Outstanding Academic Performance Award

PROFESSIONAL EXPERIENCE

Graduate Research Assistant | Sonification Lab GaTech, GA USA 01/2018 - Present

• In charge of design, development, user testing and evaluation of SWAN 2.0 Audio-Based AR Indoor Wayfinding System.

• Responsible for user testing and iterations of SWAN VR Indoor Navigation System.

Senior UX Designer | Shimo.im, Beijing China 01/2017 - 08/2017

• Led the design of the cloud-based multi-user collaborative productivity tool and led the endeavor in iterative evolution.

• In charge of user experience and user interface design, and brand design.

Product Manager | AiNemo Inc, Beijing China 08/2016 - 12/2016

• Initiated the packaging refinement project and redesigned the product package that led to more than 50% cost reduction for material, manufacturing and storage.

• Led the interactive retail system design and development project from ideation to implementation, played managerial role across multiple internal teams including design, development, testing, operation, marketing and sales.

UX Design Lead | Sensoro Technology Co Ltd, Beijing China 07/2014 - 07/2016

• Co-directed the R&D of Yunzi SCRM Platform, an online client resource management data platform, which serves more than 30,000 of enterprise clients.

• Led the design of 5 major inter-organizational projects including Real Madrid International Champions Cup China Tour 2015 digital marketing campaign, CCTV interactive tourism platform, Internet of the Things, etc.

AWARDS & ACHIEVEMENTS

Design Patent: SmartBeacon-4AA 2015

Zhao W, Zhao D, Wang Y, Zheng X, Ma X. 2015. [Patent No. ZL 201530105148.7]

Student Representative of Mechanical Engineering Class 2013 2013

Delivered the valedictory speech in graduation ceremony

Lam Sze Ming Scholarship 2011-2013

Dean List Student of Faculty of Engineering 2011&2013

EXTRACURRICULAR

Founder & Player | CMSA Female Basketball Team, HKPU 2009 - 2014

Champion of 2011&2013 HK Joint-U Mainland Student Basketball Competition

Volunteer | The 26th Summer Universiade Shenzhen China 08/2014

Student Mentor | Faculty of Engineering, HKPU 2010 - 2011

CONTACT INFO

michellema@gatech.edu

+1 (404) 216 8928

www.mxm.design

EXPERTISE

Human Computer Interaction

User Experience Design

User Interface Design

Affective Design

Multi-sensory Interaction

DESIGN TOOLKIT

Adobe Creative Suites

• Photoshop

• Illustrator

• InDesign

• AfterEffects

• Premiere Pro

3D Design&Development

• 3Ds Max

• SolidWorks

• AutoCAD

• Unity

• Keyshot

Prototyping&Animation

• Sketch

• Spine

• Axure RP

• Principle

DEVELOPMENT SKILLS

HTML/CSS/JavaScript

Java

Python

Matlab

LINGUISTICS

Mandarin Chinese - Native

Cantonese - Native

English - Full Professional

French - Elementary