

YIRAN MA

Experience Designer & User Advocate

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EXPERIENCE

Adobe Systems Inc. / Experience Design Intern

MAY 2017-AUG 2017 | SAN FRANCISCO

I designed a universal Asset Panel, a component of the new framework that aims to deliver a consistent experience across next generation Adobe CC products. I also helped prototype the framework in the context of a new video-editing app with Framer, with which I carried out a usability study to test the design concept and subsequently improved based on research findings.

Ubicomp Lab / Research Assistant

SEPT 2016 - NOW | GEORGIA TECH, ATLANTA

I redesigned an interactive e-book to help parents engage in continuous developmental milestone tracking for their children. I implemented the design with a web app using Angular2 framework, and carried out usability testing and deployment study.

SNERDI / Human Factor Researcher & Developer

OCT 2015 - JUN 2016 | SHANGHAI

I designed and developed an integrated display for a new generation of advanced nuclear power plant control rooms. During the course of the project, I conducted literature reviews, on-site investigations, task and case analyses. After four iterations, I implemented the design in a simulated control room. In-depth user testing showed improvement in operators' performance.

Facishare Technology Co.,Ltd. / Interaction Designer

JULY 2015 - OCT 2015 | BEIJING

As the only interaction designer on the startup team, I worked on a CRM app and accomplished three versions of product updates in two months by collaborating efficiently with developers and visual designers. Additionally, I led a usability study and introduced new research methods to the team.

PocketHearty / Project Team Lead

2013 - 2015 | TSINGHUA UNIVERSITY FUTURE HEALTHCARE CLUB

Pockethearty is an iPhone-based ECG device designed for cardiovascular patients to monitor heart conditions outside hospital. I led a team of 6 students from BME, ME and IE majors to build a working prototype, which won the 3rd prize in the Tsinghua University Technology & Innovation Contest. I developed 80% of the iOS app with self-taught Objective-C.

EDUCATION

Georgia Tech

AUG 2016- MAY 2018

M.S. Human-Computer Interaction

Tsinghua University

SEPT 2012- JULY 2016

B.S. Industrial Engineering

SKILLS

DESIGN

Sketch · Adobe XD · Adobe Photoshop · Adobe Illustrator · Free-hand-Sketch

PROTOTYPING

Framer · Origami Studio · InVision · Marvel · Axure ·

UX RESEARCH

Usability Testing · Contextual Inquiry · Task Analysis · Cognitive Walkthrough · Data Analysis · Eye-tracking

PROGRAMMING

Angular · HTML/CSS · Javascript · FramerJS · C · C++ · Objective-C · D3 · SQL

PUBLICATION

HCII 2017

Integrated Design of System Display & Procedural Display in Advanced NPP Control Rooms / FIRST AUTHOR