



BRIDGET YIRAN MA

Seeking For UX Internship

CONNECT



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SELECTIVE AWARDS

Best App from a Woman-led Team,
AT&T Hackathon
2016

School Scholarship of
Tsinghua University
2014 & 2015

Tsinghua University Technology
& Innovation Contest
2015, 3rd prize

Industrial Engineering Comprehensive
Skill Contest
2014, 2nd place

INTEREST



Photography



Free-Hand Sketching



Volleyball



Traveling

EDUCATION

HUMAN-COMPUTER INTERACTION

Georgia Institute of Technology

MASTER DEGREE 2018

Enrolled in interactive computing track with a research focus on designing for human wellness and happiness

INDUSTRIAL ENGINEERING

Tsinghua University

BACHELOR DEGREE 2016

Along with interdisciplinary major courses, put a special emphasis on human-centered design and research

EXPERIENCE

INTERACTION DESIGNER

Kemaitong Technology Co., Ltd (Startup)

BEIJING July 2015 - Oct 2015

Focused on designing for a CRM app as the only interaction designer in the team.

Accomplished product update of three versions in two months by cooperating efficiently with developers and visual designers. Independently completed usability study, introduced new user study methods to the team.

TEAM LEAD

Smart Portable ECG Instrument

TSINGHUA UNIVERSITY 2014 - 2015

Designed for cardiovascular patients who need to monitor heart conditions outside hospital; Consisted of an iOS app and a detector module.

Coordinated a team of 6 top players from biomedicine, mechanics and IE, and managed external resources such as financing and training opportunities; Developed 80% of iOS app with self-taught Objective-C.

Displayed video prototype at Beijing International Design Week.

STUDENT RESEARCHER

Milestone Tracking via an Interactive E-book

UBICOMP, GEORGIA TECH Sep 2016 - Now

Improved design for better usability and motivating continuous tracking behaviors. Realized the design with a web app using Angular2.

RESEARCHER & DEVELOPER

Shanghai Nuclear Energy Research and Design Institute

SHANGHAI Oct 2015 - Jun 2016

Designed and developed a new integrated display for advanced NPP control room.

Conducted literature review, task analysis, on-spot investigation and case analysis; After four rounds of iterations, implemented on SUPCON DCS platform.

Usability tests showed that the new design could help operators improve performance and reduce mental workload.

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Design Lead: Night& Day-healthy routine app

Research Lead: Potluck-dining adaptation app

SKILLS

UX RESEARCH

Usability Testing • Contextual Inquiry • Data Analysis • Eyetracking

UX DESIGN

Sketch • Axure • Balsamiq • InVision

PROGRAMMING

Objective-C • Angular • C++ • HTML/CSS • VBScript

VISUAL DESIGN

Photoshop • Illustrator • Free-Hand Sketch

ARTIFACTS

Affinity Map • Persona • Photography • Paper Prototype