

RUIMIN MA

Service Design
Research & Strategy

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SPECIALIZATION

Service Design & Prototyping
Strategy and Systems Design
Applied User Research

SOFTWARE

Adobe tool kit: Photoshop,
Illustrator, Indesign, Premiere,
After Effects, Audition.
HTML, CSS, JavaScript, Figma,
InVision.

EXPERIENCE

- ◆ **USER EXPERIENCE DESIGN RESEARCH** | Santa Clara, CA Sep 2020 -
Deen Art Foundation [link](#)
 - Improved the visual and functional aspects of digital experiences.
 - Conducted user research to collect clients' needs and feedbacks.
 - Applied UX/UI skills to create wireframes, visual interfaces, information architecture, task flows, storyboards, prototypes to test and improve usability activities.
- ◆ **DIGITAL STORYTELLING AND ILLUSTRATION** | New York, NY, 2019
CMC: Foundation for Change
 - Designed patient-centered infographics based on research psychology to educate patients' family members about substance abuse.
 - Illustrated and modified over 200 pages of substance abuse lecture slides to improve the learning experience for patients. Revised slides elevated connections, strengthened trust between tutors and patients.
- ◆ **DESIGN RESEARCH ON PUBLIC LIBRARY SERVICE** | New York, NY, Sep 2019-Dec 2019
Parsons Design School Partnership with Brooklyn Public Library
 - Conducted ethnographic research at 8 branches of BPL, organized fieldnotes as an archive, identified the nuanced relationships, underlying issues between librarians, patrons through qualitative data.
 - Designed two participatory prototypes, executed the tests at a public library and a public space. Enhanced the understanding and connections of patrons to librarians with a mutual-care circle.
- ◆ **STRATEGIC DESIGN ON SOCIAL INNOVATION** | Shenzhen China, 2018
Social Innovation Lab, One Foundation
 - Provided feedback on project evaluations in the Social Innovation Lab of One Foundation. Advised participants on how to implement public welfare projects by using the business model canvas approach.
 - Delivered lectures in participatory design methodology and analyzed several cases of social innovation to inspire public welfare practitioners.

EDUCATION

- ◆ **PARSONS SCHOOL OF DESIGN** | 2018-2020, New York
 - MFA in Transdisciplinary Design, School of Design Strategies
 - Transmedia and Digital Storytelling, School of Media Studies (minor)
 - The New School Dean's Scholarship (2018-2020)
 - Graduate with Departmental Honors
- ◆ **China Central Academy of Fine Arts** | 2013-2017, Beijing
 - BFA in Public Art and Space Design, School of Urban Design