

# Yitao (Kyle) Ma

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**Portfolio:** <https://www.yitaoma.com/>

## EDUCATION

**University of Toronto** | Toronto, ON | *Master of Information in User Experience Design* | Sept 2025 – Present

- **Relevant Courses:** User Experience Design, Information Architecture, Research Methods

**University of Toronto Mississauga** | Mississauga, ON | *Honours Bachelor of Arts in Digital Enterprise Management (High Distinction)* | Sept 2021 – April 2025

- **GPA:** 3.76/4.0 | **Achievements:** 3x Dean's List Scholar (2022–2024)
- **Relevant Courses:** Human-Computer Interaction, Prototyping & Evaluation, Web Development, Project Management

## PROFESSIONAL EXPERIENCE

**Web Designer** | Freelance | April 2023 – Present

- Developed web solutions for new businesses and re-engineer existing CMS or HTML platforms for **10+ clients**.
- Visualized design concepts through wireframes and high-fidelity prototypes using Figma and Adobe Creative Suite, ensuring cross-platform consistency.
- Optimized information architecture and visual hierarchy, effectively resolving navigation friction and improving content discoverability for diverse client projects.

**UX Designer Intern** | BenQ Corporation | June 2023 – Sept 2023

- Executed mixed-methods user research, including survey design and interviews to evaluate the user experience of the newly launched Zowie e-sports arena booking platform.
- Transform complex data into actionable design insights through reports, facilitate cross-functional collaboration, and foster team consensus on critical user pain points within the booking funnel.
- Developed high-fidelity wireframes and optimized navigation structures, resulting in enhanced user satisfaction and a **15% increase in product sales** by improving the efficiency of the service booking flow.

## SELECTED PROJECTS

### Foodie Match | *December 2025*

- Defined a data-driven problem statement through secondary and primary research of 8 self-recruited interviews, synthesizing insights into personas, journey maps, and task flow diagrams to develop initial prototypes.
- Facilitated scenario-based usability testing with 16 self-recruited participants, identifying critical design flaws and navigation bottlenecks.
- Executed iterative design refinements that significantly improved the user experience, achieving a **95% task success rate** and a **40% reduction** in user decision-making time.

### UTM Study Room Booking Portal Redesign | *April 2025*

- Spearheaded the redesign of UTM's room booking system by identifying core pain points in the original legacy static-table interface, such as repetitive date resets and manual search inefficiency.
- Facilitated A/B testing with 15 participants to compare the original system against the redesign, measuring task completion time, success rates, and user satisfaction.
- Reduced average reservation time by **53.8 seconds** and achieved a **100% user preference rate** for the redesign, significantly eliminating visual overload.

### Mississauga Community Data Portal | *Oct 2024*

- Developed an IA solution to transform complex Open Data into an intuitive portal, ensuring **AODA accessibility compliance** and streamlined navigation.
- Authored a 15-page technical report detailing data visualization strategies and evidence-based design iterations.

## SKILLS

- Design: Figma, Adobe XD/Illustrator/Photoshop, Balsamiq, Canva, Wireframing, Prototyping
- Research: A/B Testing, User Interviews, Survey Design, Card Sorting, Usability Testing (Maze, UX Tweak, Hotjar, UsabilityHub, Optimal Workshop), Heuristic Evaluation
- Technical: HTML/CSS, Java, Unity VR Design, Tableau, Google Analytics, CMS (WordPress/Webflow)