Yitao(Kyle) Ma

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Portfolio:https://kylema777.github.io/Portfolio/index.html

Education

Master of Information in User Experience Design   *September 2025 – Present*

University of Toronto   *Toronto, Ontario*

Relevant courses: User experience design, Information Architecture, Research Methods

Honors Bachelor of Arts in Digital Enterprise Management Specialist   *September 2021 – April 2025*

University of Toronto Mississauga   *Mississauga, Ontario*

CGPA： 3.76/4.0

Relevant courses: Speculative Design, Prototyping and Evaluation, User Experience Design, Topic in communication and Culture, Mind media and representation, Human-Computer Interaction, Web development, Project Management.

Achievements: Dean's List Scholar (2022, 2023, 2024)

Relevant Project Experiences

Assistive Technologies Design   *April 2025*

- Researched participant needs and pain points, utilizing empathy mapping to uncover and communicate key findings.
- Directed the team in crafting a user-centered restroom design incorporating voice-controlled and adjustable devices tailored to user requirements.
- Demonstrated the design's feasibility and usability through prototypes, storyboards, and 3D mockups, recommending testing methods for iterative improvements.

Information Architecture & Speculative Design   *October 2024*

- Designed an information architecture solution that improves public access to community centre data by transforming Mississauga Open Data into an intuitive, user-friendly website.
- Built the site using a scalable Content Management System, ensuring accessibility compliance, clear navigation structures, and a seamless user experience.
- Produced a comprehensive 15-page design report documenting data processing methods, visualization strategy, usability considerations, and iterative design decisions.

Education Experience Optimization in Virtual Reality at UTM   *December 2023*

- Conducted observational studies and interviews to evaluate user preferences and challenges in virtual classroom settings.
- Developed a VR classroom setting in Unity to enhance student-teacher engagement beyond video conferencing.
- Facilitated user testing, delivered actionable insights, prototypes, and a comprehensive design report with user-centered VR solutions for remote education.

Professional Experiences

Web designer   *April 2023 – Present*

Freelance   *Ontario, Canada*

- Worked with over 20 clients, analyze user experience of client websites and software to identify usability issues and provide actionable recommendations to clients.
- Utilized Balsamiq, Figma, and Adobe Illustrator to design wireframes, sitemaps, and prototypes that visualize design concepts, making adjustments based on client requirements and feedback.
- Rebuilt or optimized clients' CMS and HTML websites by applying Nielsen's usability heuristics to improve navigation, content structure, and visual hierarchy, ensuring a consistent and user-friendly design.

UX designer Intern   *June 2023 – September 2023*

BenQ Corporation

- Performed mixed-methods user research to identify customer preferences, pain points, and industry trends. Utilized Tableau and Excel for data analysis, providing actionable insights.

- Spearheaded user experience optimization for the newly introduced product Zowie e-sports arena. Collaborated with operations team and local service provider on UX optimization to effectively enhance overall user satisfaction.
- Managed the entire lifecycle of partnerships with KOLs to deliver targeted user engagement strategies, successfully launching soft-sell advertising campaigns that drove a 15% increase in product sales.

Extracurricular Experiences

Public Relations Associate *July 2022 – August 2023*
Chinese Students & Scholars Association (CSSA) *Mississauga, Canada*
- Enhanced the organization's digital presence by leading social media strategy, analyzing engagement metrics, and making data-informed recommendations.
- Collaborated with 16 team members to coordinate campus promotional booths and facilitate events like orientation, networking, and New Year celebrations, each attracting over 100 participants.

Relevant Skills

- Academic & Teaching Skills: Strong background in media/technology theory and digital culture studies.
- UI/UX Design: Skilled in Figma, Balsamiq, Canva, and Adobe Creative Suite for wireframing, prototyping.
- Technical Skills: Proficient in Java, HTML/CSS, Unity VR design, and Android application development.
- User Research: Excellent in mixed-method research design, including A/B testing, ethnographic studies, focus group, social media listening and survey design.
- Data Analysis & Visualization: Proficient in Tableau and Google Analytics, with experience in interpreting complex datasets and creating data-driven visualizations.
- Project Management: Demonstrated excellence in organization, communication, and team leadership of managing cross-functional teams in professional setting.