Wanling Ma

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Professional Profile

Emerging User Experience Designer. Expert in applying design thinking to tackle complex technology challenges, from UX research to design. Specialized in creating intuitive, ethically sound, and culturally informed experiences. Passionate about leveraging UX to drive societal change and enhance accessibility.

Education

Bachelor of Information   **2025**

Faculty of Information, University of Toronto   *(expected)*

    Information Studies (2023)

        Representative Courses: UXUI research & design fundamentals, Computational Reasoning, Information Practices in Organizations

    Media Studies (2019)

        Representative Courses: New Media, Visual Culture and Communications, Games and Music

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Selected Projects

WayFound App Project (User Experience research&design and prototype)   **2023**
Course Project (Information Design Studio)

- Conducted user Led the UI/UX design for the WayFound app, enhancing navigation and safety in the Bissell Building with a user‑centered approach.

- Created detailed personas and empathy maps, crucial for developing intuitive app interfaces and enriching the user experience.

- Developed a high‑fidelity, clickable prototype, using Canva for visual design and Miro for organizing feedback and ideation.

Chick‑fil‑A kiosk Prototype (Large display design)   **2024**
Course Project (Information Design Studio)

- Created an interactive Chick‑fil‑A kiosk prototype using HCD method and Figma, focusing on order efficiency and customer engagement.

- Performed primary and secondary research and devised a user‑focused design pitch, complete with proto‑persona and interface sketches.

- Implemented a large screen display interface, optimized for touch input and tailored for both portrait and landscape resolutions.

- Refined a Figma‑based high‑fidelity interactive prototype, adhering to design specs and user feedback for optimal usability.

- Ensured legibility and style consistency by applying standard sans serif typefaces and meticulous technical detailing.

Professional Experience

ChatSwift Chatbot (UX Design for AI-powered Chatbot)   **2023 - 2024**
Internship Project (ChatSwift – Innovating Healthcare Communication)

- Designed the user interface and experience for ChatSwift chatbot, leveraging LLM technology to streamline clinic appointment bookings efficiently.

- Implemented user research methodologies, including surveys and interviews, to identify and understand the needs and challenges faced by clinic staff and patients.

- Developed and tested a high-fidelity prototype using Sketch and Figma, incorporating iterative feedback to refine the chatbot's functionality and user interaction.

- Ensured a seamless and intuitive booking process, leading to user-centric design solutions.

Volunteer Experience

TED talk translator   **2018 - 2019**
TED talk

Additional Experience

Content Specialist & Media Manager   **2019**
University of Ottawa, Ottawa

Skills and Qualifications

UX research skills	UX design	Languages
Interviews and Survey Designs	Microsoft Family	French (Fluent)
Pain Point Analysis	Prototyping	Chinese (Native)
Empathy Map	Storyboard	Spanish (Beginner)
Usability Test	Story telling	Japanese (Beginner)
Heuristic Evaluation	UX mapping	
UX Research Skills	Information Architecture	
	Wireframe	