Karen Ma

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EDUCATION

University of California, San Diego
BS Cognitive Science (Human Computer Interaction) — March 2018
Minor: Computer Science

EXPERIENCE

Summer 2018 Product Design Intern (NextCapital)   June 2018-Aug 2018

Research Assistant (Design Lab - Citizen Sourcing)   Jan 2017-June 2017
A research initiative looking at how technology can improve civic engagement under the scope of mobility challenges in San Diego.
- Contributed to secondary research by reading existing literature on solutions and their shortcomings
- Conducted interviews with stakeholders in current mobility projects in Downtown San Diego as well as with leaders of civic engagement workshops in San Diego
- Prototyped a civic engagement process design by mentoring student groups to solve mobility challenges.

PROJECTS

Travel Budgeting (Cognitive Design Studio Class Project)
A browser extension solution for budgeting when planning trips.
- Conducted user research via interviews, observations and surveys to discover travel planning habits
- Tested paper prototypes of solutions and iterated to improve our idea

Tripsy (Interaction Design Startup Class Project)
A desktop and mobile application solving the problem of itinerary creation for travel planning.
- Created branding options and used A/B testing to test audience appeal and interest
- Refined idea with user interviews using paper prototypes, sample storyboards, and service enactments
- Pitched our idea at a poster session with the use of a mobile and desktop prototype created using Adobe XD

Eventory (Software Engineering Class Project)
An Android Application looking to improve the way students find and share events around them.
- Created user stories and use cases to discover necessary features and
- Contributed to implementation with XML and Java
- Directed project as deputy (second-in-charge) and analyzed priorities for the creation of an minimal viable product.

SKILLS

Design
User Research, Interviews, Ethnographic Observations, Persona Creation, Concept Development, Rapid Prototyping, User Testing, Design Pitches
Software: Axure, proto.IO, Adobe XD, Figma, Sketch, Jira

Computer Science
Java, Python, C, C++, Processing, vi Editor, XCode, Swift, Unix
HTML5/CSS, Javascript

ACTIVITIES

Cognitive Science Instructional Assistant	April-June 2017
Alpha Phi Omega(Service Fraternity) - Pledge Guardian Chair	July 2017-now
Global TIES (Birch Aquarium Exhibit) - Team Member	July 2017-now
Design for America(UCSD) - Studio Member	Jan-Mar 2016
Foundation for Learning Equality - Telepresence Robot Intern	Sept-Dec 2015
PsychArmor Institute - Online Training Developer Intern	June-Aug 2015
Digital Media Academy - Instructor and Teaching Assistant	June-Aug 2015