Karen Ma

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EDUCATION

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

EXPERIENCE

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
- Mentored student groups with their own attempts at solving mobility challenges to observe potential features needed for a technology solution to engagement
- Initiated usability testing and user experience testing of copy, visuals and website

PROJECTS

Travel Budgeting (Cognitive Design Studio Class Project)

A chrome 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

UCPOOL (Interaction Design Studio Class Project)

An online web application focused on front end interaction design. Working in three person teams, we created a solution to finding rides to events by carpooling.
- Examined parallel designs with A/B Testing with Google Analytics
- Contributed to front-end implementation with HTML/CSS and jquery
- Iterated on design from paper prototypes to high fidelity prototypes.

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, Adobe CC

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
Design for America(UCSD) - Studio Member	Jan-Mar 2016
Foundation for Learning Equality - Telepresence Robot Intern	Sept-Dec 2015