

# Karen Ma

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

**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
- 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,

**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