

Karen Ma

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

EXPERIENCE **Research Assistant (Design Lab - Citizen Sourcing)** Jan 2017-now
A project aiming to tackle the challenge of mobility in San Diego and improve engagement of the public in civic challenges by creating a platform for ideation and amalgamating the information of the masses.
Role: Read through existing literature to see what solutions worked and their shortcomings, Conduct interviews exploring the creation of a promenade/walkthrough through San Diego and how to engage citizens who will be affected by the changes.

Team Member (Global TIES - Birch Aquarium Redesign) Jan 2017-now
A team design project to create an interactive component for a local client - Birch Aquarium. Our proposal uses RFID tags to track visitor data for museum benefit as well as personalize each visitor's museum experience.
Role: Advised team in needfinding with visitor observations and visitor survey data. Created mock up screens of our anticipated final product.

PROJECTS **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 prototype created using Adobe XD

Eventory (Software Engineering Class Project)
An Android Application which allows users to explore events near them as well as create events for others to view.

- Acted as deputy (second-in-charge) —overseeing project and coordinating teamwork, establishing priorities and design decisions
- Guided programming efforts by creating use cases, user stories and preliminary user flow wireframes
- Contributed to front-end coding in Android Studio with Java

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, Persona Creation, Concept Development, Rapid Prototyping, User Testing, Design Pitches
Familiar: Axure, proto.IO, Adobe XD

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

ACTIVITIES Alpha Phi Omega(Service Fraternity) - Member Jan 2016-now
Design for America(UCSD) - Studio Member Jan-Mar 2016
Foundation for Learning Equality - Telepresence Robot Intern Sept-Dec 2015