Kevin Y. Ma

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Education

Cornell University
BA in Information Science, concentration in Human-Computer Interaction
Minor in Architecture
GPA: 3.71
Ithaca, NY | August 2013 ~ January 2017

Experience

Interaction Designer | Cornell University Guimbretiere Design Lab
The Race and Empathy Project
- Determined and prototyped various interaction models for interactive software in a physical space.
- Designed and developed a front-end application for user input. Iterated based upon user testing.
- Coded a server-side Javascript application to store and access audio recordings from the installation.
Ithaca, NY | May ~ August 2016

Product Design Intern | IBM
Live Advisor Experience, IBM Design Guide
- Iteratively prototyped the Live Advisor application in a team of 2 designers and 2 engineers. The application was later implemented across all IBM Cloud Portfolio products.
- Conducted user research, prototyping and visual design for the Experience section of the IBM Design Guide.
Austin, TX | September ~ November 2015

User Experience Design Intern | HTC
Emotar: a photo sharing/entertainment mobile app, Funfit: a fitness mobile app
- Created motion graphics, wireframes and interfaces for the app Fun Fit.
- Self directed new features of the photo-taking app Emotar through two development cycles from inception to launch.
Taipei, Taiwan | May ~ August 2015

Web Developer | Cornell University Department of Human Resources
Research Division Human Resources website
- Led multiple phases of user research, interviewing, and user testing.
- Worked with various stakeholders as the lead developer and designer in creating a new website for the department.
Ithaca, NY | Septermber 2016 ~ January 2016

Web Developer & Designer | Cornell University College of Engineering
CornellMake, a web platform for students to collaborate on research and engineering projects.
- Starting from high level design goals, led interaction design, visual design and asset production efforts.
- Contributed to back-end architecture with a team of 2 developers.
Ithaca, NY | April ~ December 2015

Academia

Teaching Assistant | Cornell University
INFO4320: Introduction to Rapid Prototyping and Physical Computing
- Taught weekly recitations and office hours on topics of microcontroller programming, hardware interfaces, and proto-typing techniques.
- Supervised 4 groups building final projects ranging from napkin folding machines to mood-controlled vehicles.
Ithaca, NY | August 2016 ~ December 2016

Research Assistant | Cornell University Interaction Design Lab
Mood.cloud, an interactive installation that collects information on the emotional health of students
- Designed and developed a series of interactive data visualizations.
- Presented findings in a paper accepted at CSCW 2016
Ithaca, NY | January 2015 ~ May 2016

Skills

Design/Prototyping:	Adobe Creative Suite, Sketch, Principle
Programming Languages:	Python, Java
Web Development:	HTML, CSS (SASS, LESS), Javascript (jQuery, D3.js), Node.js, Express, PHP, SQL, Jekyll, Django
Creative Technologies:	Processing, Arduino, Unity