

# Kevin Ma

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## EDUCATION

### Cornell University

Bachelor's Degree in Information Science, concentration in Human-Computer Interaction  
Minors in Architecture and Game Design  
Ithaca, NY | August 2012 ~ December 2016

## EXPERIENCE

### Software UX Design Intern | IBM

Worked on user research, wireframing and prototyping for the new Live Advisor experience, to be integrated with all products across the IBM Cloud portfolio.  
Austin, TX | November 2015 ~ Present

### User Experience Design Intern | HTC

Created motion graphics, wireframes and interfaces for the apps Fun Fit and Emotar; both apps are currently on the Google Play Store.  
Taipei, Taiwan | May 2015 ~ August 2015

### Research Assistant | Interaction Design Lab

Used library D3.js to develop data visualizations for interactive installation Moodcloud.  
Ithaca, NY | March 2015 ~ Present

### User Experience Designer | Pearl Courses

[pearlcourses.com](http://pearlcourses.com)

Designed branding for the platform. Wireframed and prototyped website interactions.  
Ithaca, NY | February 2015 ~ Present

### Research Assistant | Performance Apparel Lab

Prototyped and digitally fabricated physical parts for use in heat-regulating clothing.  
Ithaca, NY | January 2014 ~ March 2015

## EXTRACURRICULARS

### Director of Public Relations | Cornell Asian Pacific Islander Student Union

Created all publicity and marketing materials for a 9 member executive board which oversees and coordinates events for 75+ campus organizations.  
Ithaca, NY | January 2015 ~ Present

### Creative Director | Rice Magazine

Led design team to produce a 40+ page magazine released semesterly. Responsible for rebranding the magazine and creating publicity materials.  
Ithaca, NY | August 2013 ~ December 2014

## SKILLS

**Design/Prototyping:** Adobe Creative Suite, Sketch, Axure

**Programming Languages:** Python, Java

**Web development:** HTML5, CSS3, Javascript (jQuery, D3.js), PHP, MySQL, Django

## COURSEWORK

Human-Computer Interaction Design / Intermediate Web Programming /  
Analytics-driven Game Design / Advanced Topics in Computer Game Architecture /  
Introduction to Computing Using Python / Discrete Structures / Linear Algebra /  
Object Oriented Programming and Data Structures /