

Kevin Y. Ma

website: kevinyma.github.io | email: kym5@cornell.edu

Education

Cornell University

B.S. 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 Design Lab

The Race and Empathy Project

- Determined and tested various interaction models for an audio-based gallery in a physical place.
- Developed software to allow users to listen to and record experiences. Created a public archive web application.

Ithaca, NY | May ~ August 2015

Software 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

Product 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 the on-boarding process of the photo-taking app Emotar from inception to launch.

Taipei, Taiwan | May ~ August 2015

Web Developer & Designer | Cornell University College of Engineering

CornellIMake, a web platform for students to collaborate on research and engineering projects.

- Designed and coded back-end architecture using Django in a team of 3 developers.
- Led interaction design, visual design and asset production efforts.

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 prototyping techniques.
- Supervised 4 groups building final projects ranging from napkin folding machines to mood-controlled vehicles.

Ithaca, NY | August 2016 ~ Present

Research Assistant | Cornell University College of Human Ecology

Lego for the Blind, a web application that instructs the visually impaired to build Lego sets

- Participated in user research including performing comprehensive ethnographic studies.
- Determined interaction models for various levels of impairment through a series of physical and digital prototypes.
- In a team of 3, developed front-end of the platform.

Ithaca, NY | August 2016 ~ Present

Research Assistant | Cornell University Interaction Design Lab

Mood.cloud, an interactive installation that collects information on the emotional health of students

- Performed statistical analysis on 20,000 unique data points. Based upon findings, designed and coded a series of interactive data visualizations using D3.js.
- First author on Moodcloud: Linking Weather and Emotion, a research paper presented at CSCW 2016

Ithaca, NY | January 2015 ~ May 2016

Skills

Design/Prototyping: Photoshop, Illustrator, InDesign, Axure

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