

# Kevin Y. Ma

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## 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 software-based gallery in a physical place.
- Designed and developed software to allow users to listen to and record experiences after conducting user research.
- Developed 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

### 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 & Designer | Cornell University College of Engineering

#### *CornellIMake, 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 prototyping 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 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 ~ 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:

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