



## XIAOMENG (MICHELLE) MA

Chief UX Designer | Sensoro Co., Ltd  
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### RESEARCH INTERESTS

#### Human Computer Interaction

User Interface Design, Visual Interaction Design

#### User Experience Design

Tangible and Tactile Interaction Design, User Centered Design  
Data Visualization, Information Architecture

### EDUCATION

SEP. 2013 - JUN. 2014

#### The Hong Kong Polytechnic University, Hong Kong

MDes Interaction Design | School of Design  
Graduated with Distinction (Top5%)  
Advisor: Dr. Eli Blevis & Dr. Huaxin Wei

SEP. 2009 - JUN. 2013

#### The Hong Kong Polytechnic University, Hong Kong

BEng(Hons) Product Analysis & Engineering Design | Mechanical Engineering  
Graduated with First Class Honors (Top5%) & Outstanding Academic Performance

JAN. 2012 - JUL. 2012

#### Dublin Institute of Technology, Ireland

BSc(Hons) Product Design (Exchange Programme) | Applied Science

### EMPLOYMENT

JUL. 2014 - PRESENT

#### Sensoro Co., Ltd. Beijing China

*Chief User Experience Designer* | Product Design Group

- User experience design & innovative solutions
- New product conceptual design
- App & website information architecture and interaction design

*Senior User Experience Designer* | Product Design Group

- User interface design & modification
- Website design and information architecture

JUN. 2013 - AUG. 2013

#### Playday Ltd. Hong Kong

*Game Designer (Intern)*

- Game concept design & draft
- Mobile game user interface design
- In-game avatar design, drafting & animation

JUN. 2011 - AUG. 2011

#### Color Rich Ltd. Hong Kong

*Assist Designer (Intern)*

- Promotion-item design
- Product design (toys, stationaries, decorations and home appliances)

## RESEARCH

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### The Hong Kong Polytechnic University, Hong Kong

*Graduate Researcher & Interaction Designer* | MDes Interaction Design, SD

**FEB. 2014 - APR. 2014**

#### **Time to Change: Initiative campaign of Hong Kong glass recycling (Details)**

Advisor: Julian Gibb

- Researched in Hong Kong current glass disposal and recycling situation, and conducted field study with HKEPD
- Designed an initiative campaign system, including redesign of the glass recycle trash can, visual identity and graphic advertisement

**SEP. 2013 - JAN. 2014**

#### **The State of Mind: Designers' reading experience enhancement (Details)**

Advisor: Dr. C. K. Peter Chuah

- Researched in the attitude and habits designers adopt towards their interaction with books
- Designed an interactive and creative ambient to improve and enhance designers' reading experience

**SEP. 2013 - JAN. 2014**

#### **Go Wireless & Eco: Awareness campaign of Hong Kong electrical and electronic gadgets public consumption (Details)**

Advisor: Dr. Huaxin Wei

- Researched in Hong Kong residents' electrical and electronic device consumption habits, recycling awareness and current recycling channels
- Designed an interactive panel with info-graphics, aiming at establishing public awareness of electronic gadget consumption and encouraging people to discard their e-waste in a more responsible manner

**SEP. 2013 - JAN. 2014**

#### **NapQ: Intelligent sleep monitor (Details)**

Advisor: Dr. Eli Blevis & Dr. Yan Tina Luximon

- Researched in human sleep pattern and factors that influence sleep quality
- Designed a smart wearable device and an App for sleep data detection and monitoring

## PROJECTS

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### Studio-based Projects

**DEC. 2013 - JUN. 2014**

#### **/POKEMO: Tactile interactive ring for long distance couples (Details)**

Interaction Design SD HKPU | Advisor: Dr. Huaxin Wei & Dr. Eli Blevis

**Graduation capstone project of MDes Interaction Design**

- Researched in factors influences the intimacy and effectiveness of emotional communication

- Designed a tactile interactive device for long-distance couples' emotional communication and intimate interactions; programmed and fabricated low fidelity prototype using Arduino and 3D printing

**SPRING 2014**

### **96SEC: Interactive Public Ambient Design (Details)**

Interaction Design SD HKPU & Foxlin Architects (US) | Advisor: Michael A. Fox

- Investigated in Hong Kong commuters' journey to work and way back home, and their emotional states
- Designed an interactive public ambient for Hong Kong metro transportation walkway, encouraging commuters to pay attention to surrounding environments and interact with people nearby

**DEC. 2013**

### **Happiness Machine 4.0 (Details)**

Interaction Design SD HKPU & AM&A(US) Inc. | Advisor: Aaron Marcus

- Investigated in factors resulting in stress and distress to young white collars in Asian first-tier cities
- Designed an App to provide emotional interference to user's feelings, offering user with supportive message-based notifications and daily activities to help them retain happy and balanced mind

*Project was presented to User Experience Collection UXPA China & User Friendly 2013 Conference by Aaron Marcus, President of AM&A(US) Inc.*

**JUL. 2012 - JUN. 2013**

### **Innovative solutions for air humidity control**

Mechanical Engineering HKPU & Raymond Industrial Ltd.

Advisor: Dr. Randolph C. K. Leung & Dr. Anthony Law

- Designed an innovative air humidification appliance, constructed new mechanic and working model for steam humidification process, designed the physical form, fabricated functional high fidelity prototype with 3D printing

## **Commercial Projects**

**2015**

The Internet of Things - WeChat developer kit: UI & web design, video production

CCTV interactive scenic event: UX & UI design, graphic design

Costa (China) Spring Festival Event: UX & UI design, project management

**2014 - 2015**

SENSORO workstation cloud beacon: user research & product design

WeChat Shake iBeacon interactive solution: UX & UI design

Smart Tag iBeacon sensor: product & web design

Chow Tai Fook Spring Festival interactive marketing: UI & web design

**2013**

Let's Farm android mobile game design: UI design, illustration, animation

**AWARDS &  
HONORS**

**2013**

## **Academic**

### **Graduate Representative of Mechanical Engineering Class 2013**

Faculty of Engineering | The Hong Kong Polytechnic University

- Delivered the valedictory speech in graduation ceremony

**2011 - 2013**

**Lam Sze Ming Scholarship**

Faculty of Engineering | The Hong Kong Polytechnic University

**2011 & 2013**

**Dean List Student**

Faculty of Engineering | The Hong Kong Polytechnic University

**Professional**

**2014**

**Game Design Most-Mentioned Special Award: War War**

Global Game Jam 2014 Hong Kong

**2011**

**Philips Headphone Design Competition Winning Prize**

**SKILLS&  
LANGUAGES**

**Design tools**

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver AfterEffect, Muse)
- 3D Modeling (3Ds Max, SolidWorks, AutoCAD, Sketchup, Rhinoceros)
- Hand sketch, digital illustration & animations (Spine, CorelDRAW)

**Programming**

- Java | HTML | CSS | PureData | Matlab

**Linguistics**

- Native in Chinese and Cantonese, Fluent in English, Elementary in French

**EXTRACURRICULAR**

**2009 - 2014**

**Team Founder & Player | CMSA Female Basketball Team, HKPU**

- Won the championships in 2011&2013 Hong Kong Joint-University Mainland Student Basketball Competition

**SUMMER 2011**

**Coordinator | The 26th Summer Universiade Shenzhen China**

**2010 -2011**

**Promotion Secretary | 16th Student Union Choir, HKPU**

**2010 -2011**

**Student Mentor | Faculty of Engineering, HKPU**