XIAOMENG MA

User Experience Designer | Seeking UX Design Fulltime

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EXPERIENCES

UX Designer II @ Amazon | Seattle, WA USA

08/2019 - Present

- Now leading the user experiences of the Alexa Mobile App home channel and driving the design and research end-to-end, responsible for scoping and planning of the design workstream
- Interaction design lead of the Alexa Mobile App Design System, drove 20+ design initiatives of new components and component enhancements, and authored 20 design guidelines of the Alexa Mobile App that influence multiple partner teams across organizations
- Collaborated with Alexa Auto team and launched Alexa App Auto Mode 1.0 (Echo Auto Companion Mode) and 2.0 (Standalone Mode), a driving-adapted multimodal experience for Alexa App
- Designed the user experiences for "Routines" in Alexa Mobile App, a feature that automates how the user's compatible Echo devices and smart home devices work together
- Key design contributor of the Alexa Mobile App redesign in 2019, designed and shipped the Alexa App "More" menu

UX Design Intern @ Google | Mountain View, CA USA

05/2018 - 08/2018

- Visioned and visualized key user experiences and use cases for Google's 2019 - 2020 hardware products
- Identified unique value of each device in Google hardware ecosystem, defined 12 cross-product high-value opportunities, created detailed storyboards, and designed key user experiences and interactions

Graduate Research Assistant @ GT Sonification Lab | Atlanta, GA USA

09/2017 - 05/2018

- Designed and developed SWAN 2.0 Audio-Based AR Indoor Wayfinding System, and conducted user studies and evaluation
- Conducted user studies for SWAN VR Indoor Navigation System, and drove the iterative designs

Senior UX Designer @ Shimo.im | Beijing, China

01/2017 - 08/2017

- Designed the interactions and visuals of Shimo Spreadsheet, a cloud-based multiuser collaborative web application, and led the endeavors in iterative designs
- Collaborated with the engineering team and shipped 10+ features

UX Designer @ Sensoro Technology Co Ltd | Beijing, China

07/2014 -07/2016

- Designed the user experiences of Yunzi SCRM Platform, an online client resource management data platform, which served more than 30,000 business clients
- Led the design of 5 cross-organizational projects including Real Madrid International Champions Cup China Tour 2015 digital marketing campaign, China Central Television interactive tourism platform, WeChat Internet of the Things platform.

EDUCATION

Georgia Institute of Technology

MS Human Computer Interaction, College of Design

2017 - 2019 | Atlanta, GA USA

- GPA 4.0/4.0

The Hong Kong Polytechnic University

MDes Interaction Design, School of Design

2013 - 2014 | Hong Kong

- GPA 3.93/4.0, graduated with Distinction(top 3%)

BEng(Hons) Product Analysis & Engineering Design, Department of Mechanical Engineering

2009 - 2013 | Hong Kong

- Graduated with First Class Honors(top 5%) and Outstanding Academic Performance Award
- Valedictorian of Mechanical Engineering 2013

SKILLS

Design & Research	Tools
Interaction Design	Adobe CC Suite Tools
Visual Design	Figma, Sketch
Motion Design	Framer X, Invision, Principle
Illustration	HTML & CSS
Wireframing	JavaScript, Python, C#
Persona/Empathy Map	
Prototyping	**Platforms**
User Study Design	Mobile (iOS & Android)
Usability Testing	Responsive Web
Heuristic Evaluation	Hardware & Wearables
Design Sprint	Voice User Interface

HONORS & AWARDS

Best Poster Award | MobiSys2019

2019 | Seoul, Korea

The 17th ACM International Conference on Mobile Systems, Applications and Services
"Surface++: A Scalable and Self-sustainable Wireless Sound Sensing Surface" (Team Lead: Nivedita Arora)

Design Patent: SmartBeacon-4AA

2015 | Beijing China

Zhao W, Zhao D, Wang Y, Zheng X, **Ma X.** 2015. [Patent No. ZL 201530105148.7]

Lam Sze Ming Scholarship

2011 - 2013 | The Hong Kong Polytechnic University

Dean List Student of Faculty of Engineering

2011 & 2013 | The Hong Kong Polytechnic University