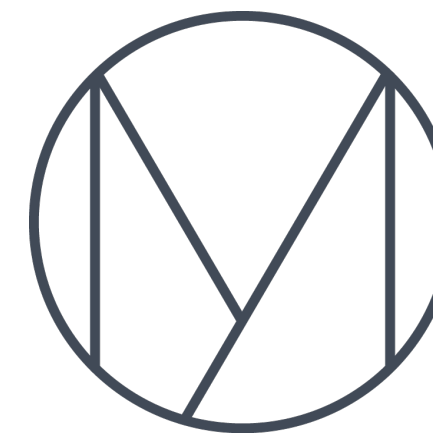


XIAOMENG (MICHELLE) MA

Interaction & UX Designer | Seeking UX Design Fulltime



EDUCATION

Georgia Institute of Technology, GA USA 2017 - 2019

MS Human Computer Interaction, College of Design

The Hong Kong Polytechnic University, Hong Kong 2013 - 2014

MDes Interaction Design, School of Design

- Graduated with Distinction

The Hong Kong Polytechnic University, Hong Kong 2009 - 2013

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

- Graduated with First Class Honors & Outstanding Academic Performance Award

PROFESSIONAL EXPERIENCE

UX Design Intern | Google LLC, 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 | Sonification Lab GaTech, GA USA 01/2018 - 05/2018

- In charge of design, development, user testing and evaluation of SWAN 2.0 Audio-Based AR Indoor Wayfinding System.
- Responsible for user study and iterations of SWAN VR Indoor Navigation System.

Senior UX Designer | Shimo.im, Beijing China 01/2017 - 08/2017

- Designed the interactions and interfaces of Shimo Spreadsheet, a cloud-based multi-user collaborative web application, and led the endeavor in iterative evolvement.
- Worked with engineering team, pushed through and launched more than 10 features.

UX Designer | Sensoro Technology Co Ltd, Beijing China 07/2014 - 07/2016

- Led the design and iterations of Yunzi SCRM Platform, an online client resource management data platform, which served more than 30,000 business clients.
- Led the design of 5 inter-organizational projects including Real Madrid International Champions Cup China Tour 2015 digital marketing campaign, CCTV interactive tourism platform, Internet of the Things, etc.

AWARDS & ACHIEVEMENTS

Design Patent: SmartBeacon-4AA 2015

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

Valedictorian of Mechanical Engineering Class 2013, HKPU 2013

Delivered the valedictory speech in graduation ceremony

Lam Sze Ming Scholarship 2011 - 2013

Dean List Student of Faculty of Engineering 2011 & 2013

CONTACT INFO

michelle.maxm@gmail.com

+1 (404) 216 8928

www.mxm.design

DESIGN

Adobe Creative Suites

- Photoshop
- Illustrator
- InDesign
- AfterEffects
- Premiere Pro

Visual & Prototyping

- Sketch
- Framer X
- Axure RP
- InVision
- Principle

Platforms

- iOS & Android
- Responsive Web
- Wearables
- Voice User Interface

USER RESEARCH

Contextual Inquiry
Interview, Focus Group
Survey, Affinity Mapping
Persona, Empathy Map
User Journey Map
Usability Test, A/B Test

DEVELOPMENT

HTML, CSS, JavaScript
Java, Python, C#
Arduino, Raspberry Pi

LINGUISTICS

Mandarin Chinese - Native
English - Fluent
Cantonese - Fluent
Japanese - Intermediate