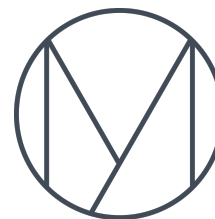


XIAOMENG(MICHELLE) MA

User Experience Designer | Product Design Engineer



EDUCATION

The Hong Kong Polytechnic University, Hong Kong 09/2013 - 06/2014
MDes Interaction Design, School of Design

- Graduated with Distinction [GPA 3.79/4.0 | Rank 1/17]

The Hong Kong Polytechnic University, Hong Kong 09/2009 - 06/2014
BEng(Hons) Product Analysis & Engineering Design, Mechanical Engineering

- Graduated with First Class Honors & Outstanding Academic Performance [GPA 3.69/4.0 | Rank 1/84]
- Delivered the valedictory speech in graduation ceremony as graduate representative of Mechanical Engineering Class 2013
- Awarded Lam Sze Ming Scholarship in academic year 2011-2013 (3 scholarship awardees selected among all ME students each year)
- Honored as Dean List Student of Faculty of Engineering in 2011 and 2013

Dublin Institute of Technology, Ireland 01/2012 - 07/2012
BSc(Hons) Product Design (Exchange), Applied Science

PROFESSIONAL EXPERIENCE

Product Designer | Beijing Xiaoyuer Technology Co Ltd, China 08/2016 - Present

- Contributed to hardware-and-software interaction and user experience design, software platform information architecture, and conceptualizing product eco-system
- Designed intelligent sales platform 'Retail Mode 2.0' and led the project's R&D

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

- As core team member, contributed to the company growth from early stage with 17 employees to 70 employees with 20 million US dollar A-round venture capital
- Led company's user experience design, innovative solution, new product conceptual design, App and web application's information architecture and interaction design
- Co-directed the R&D of Yunzi SCRM Platform, an online client resource management data platform which brought more than 30 thousand of enterprise-level clients
- Led five major commercial projects including Real Madrid International Champions Cup China Tour 2015, CCTV interactive tourism platform, Internet of the Things.

Game Designer (Intern) | Playday Games Ltd, Hong Kong 06/2013 - 08/2013

- Designed, illustrated and animated avatars for Android mobile game 'Let's Farm'

Assist Designer (Intern) | Color Rich Ltd, Hong Kong 06/2011 - 08/2011

- Designed company's promotion items including posters, catalogs and ads
- Designed 'The Panda Collection' stationeries, one of the brand's annual best seller

PROFESSIONAL ACHIEVEMENTS

Design Patent: SmartBeacon-4AA 2015

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

Happiness Machine 4.0: Conceptual App for maintaining positive mindset 12/2013

- Project was presented at User Experience Collection UXPA China & User Friendly 2013 Conference as a pilot project for behavior changing persuasive design by Aaron Marcus, the project mentor and president of AM&A(US) Inc.

EXTRACURRICULAR

Team Founder & Player | CMSA Female Basketball Team, HKPU 2009-2014

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

Coordinator | The 26th Summer Universiade Shenzhen China 08/2014

Promotion Secretary | 16th Student Union Choir, HKPU 2010-2011

Student Mentor | Faculty of Engineering, HKPU 2010-2011

CONTACT INFO

michelle.maxm@gmail.com

+86 13426020627

<http://michellema.design>

EXPERTISE

Human Computer Interaction
User Experience Design
Human-centered Design
Information Architecture
Affective Design
Multi-sensory Interaction

SOFTWARE SKILLS

Adobe Creative Suites

- Photoshop
- Illustrator
- InDesign
- AfterEffects
- Dreamweaver
- Muse

3D Modeling&Rendering

- 3Ds Max
- SolidWorks
- AutoCAD
- Rhinoceros
- Keyshot

Prototyping&Animation

- Spine
- Axure RP
- Principle

Productivity Tools

- Word/Excel/PowerPoint
- Pages/Numbers/Keynote

PROGRAMMING

HTML/CSS/JavaScript
Java
Python
Matlab

LINGUISTICS

Chinese Mandarin - Native
Cantonese - Native
English - Fluent
French - Basic