



## XIAOMENG (MICHELLE) MA

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

#### Human Computer Interaction

User Interface Design, Data Visualization, Information Architecture

#### User Experience Design

Affective User Experience Design, User Centered Design

Tangible and Tactile Interactive Experience, Multi-sensory Interaction

### 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

#### Beijing Sensoro Technology 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 Games 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**

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**

Advisor: Dr. Peter C. K. 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**

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**

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

## PATENT

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2015

### Design Patent

Zhao W, Zhao D, Wang Y, Zheng X, **Ma X**. 2015. *SmartBeacon-4AA*

Patent Application No. ZL 201530105148.7 [Patent issued]

## PROJECTS

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DEC. 2013 - JUN. 2014

### Studio-based Projects

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

*Graduation capstone project of MDes Interaction Design*

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

- Researched in factors influencing 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**

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**

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

Real Madrid International Champions Cup China Tour 2015: UI design, graphic design

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

2014 - 2015

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

SENSORO workstation cloud beacon: user research & product design

Smart Tag iBeacon sensor & SmartBeacon 4AA: 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

## SKILLS & LANGUAGES

### Design tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, AfterEffect, Muse)
- Interactive prototyping & wireframing (Axure RP, Balsamiq Mockups)
- 3D modeling (3Ds Max, SolidWorks, AutoCAD, Sketchup, Rhinoceros)
- Hand sketch, digital illustration & animations (Spine, CorelDRAW)

### Programming

- Java | HTML | CSS | JavaScript | 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

2010 - 2011

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

2010 - 2011

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

### Student Mentor | Faculty of Engineering, HKPU