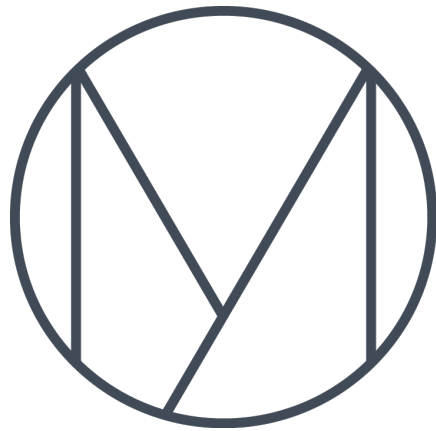


# XIAOMENG(MICHELLE) MA

Interaction & UX Designer | Seeking UX Design Fulltime



## EDUCATION

<b>Georgia Institute of Technology, GA USA</b>	<b>2017 - 2019</b>
MS Human Computer Interaction, College of Design	
<b>The Hong Kong Polytechnic University, Hong Kong</b>	<b>2013 - 2014</b>
MDes Interaction Design, School of Design	
• Graduated with Distinction	
<b>The Hong Kong Polytechnic University, Hong Kong</b>	<b>2009 - 2013</b>
BEng(Hons) Product Analysis & Engineering Design, Mechanical Engineering	
• Graduated with First Class Honors & Outstanding Academic Performance Award	

## PROFESSIONAL EXPERIENCE

<b>UX Design Intern   Google Hardware UX, CA USA</b>	<b>05/2018 - Present</b>
<ul style="list-style-type: none"><li>• Visioned and visualized key user experiences and use cases for Google’s 2019-2020 hardware products.</li><li>• 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.</li></ul>	
<b>Graduate Research Assistant   Sonification Lab GaTech, GA USA</b>	<b>08/2017 - 05/2018</b>
<ul style="list-style-type: none"><li>• In charge of design, development, user testing and evaluation of SWAN 2.0 Audio-Based AR Indoor Wayfinding System.</li><li>• Responsible for user study and iterations of SWAN VR Indoor Navigation System.</li></ul>	
<b>Senior UX Designer   Shimo.im, Beijing China</b>	<b>01/2017 - 08/2017</b>
<ul style="list-style-type: none"><li>• Led the design of the cloud-based multi-user collaborative productivity tool and led the endeavor in iterative evolvement.</li><li>• In charge of user experience and user interface design, and brand design.</li></ul>	
<b>Product Manager   AiNemo Inc, Beijing China</b>	<b>08/2016 - 12/2016</b>
<ul style="list-style-type: none"><li>• Initiated the packaging refinement project and redesigned the product package that led to more than 50% cost reduction for material, manufacturing and storage.</li><li>• Led the interactive retail system design and development project from ideation to implementation, and played managerial role across multiple internal teams.</li></ul>	
<b>UX Designer   Sensoro Technology Co Ltd, Beijing China</b>	<b>07/2014 - 07/2016</b>
<ul style="list-style-type: none"><li>• In charge of the R&amp;D of Yunzi SCRM Platform, an online client resource management data platform, which serves more than 30,000 of enterprise clients.</li><li>• Led the design of 5 major inter-organizational projects including Real Madrid International Champions Cup China Tour 2015 digital marketing campaign, CCTV interactive tourism platform, Internet of the Things, etc.</li></ul>	

## AWARDS & ACHIEVEMENTS

<b>Design Patent: SmartBeacon-4AA</b>	<b>2015</b>
Zhao W, Zhao D, Wang Y, Zheng X, Ma X. 2015. [Patent No. ZL 201530105148.7]	
<b>Student Representative of Mechanical Engineering Class 2013</b>	<b>2013</b>
Delivered the valedictory speech in graduation ceremony	
<b>Lam Sze Ming Scholarship</b>	<b>2011-2013</b>
<b>Dean List Student of Faculty of Engineering</b>	<b>2011&amp;2013</b>

## CONTACT INFO

michellema@gatech.edu  
+1 (404) 216 8928  
www.mxm.design

## EXPERTISE

Human Computer Interaction  
User Experience Design  
User Interface Design  
Affective Design  
Multi-sensory Interaction

## DESIGN TOOLKIT

### Adobe Creative Suites

- Photoshop
- Illustrator
- InDesign
- AfterEffects
- Premiere Pro

### 3D Design&Development

- 3Ds Max
- SolidWorks
- AutoCAD
- Unity
- Keyshot

### Prototyping&Animation

- Sketch
- Spine
- Axure RP
- Principle

## DEVELOPMENT SKILLS

HTML/CSS/JavaScript  
Java  
Python  
Matlab

## LINGUISTICS

Mandarin Chinese - Native  
Cantonese - Native  
English - Full Professional  
French - Elementary