



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

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 (Details)

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 (Details)

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 (Details)

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 (Details)

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

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

Studio-based Projects

DEC. 2013 - JUN. 2014

/POKEMO: Tactile interactive ring for long distance couples (Details)

Graduation capstone project of MDes Interaction Design

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

- Researched in factors influences 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 (Details)

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 (Details)

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: prduct & 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)
- 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

Coordinator | The 26th Summer Universiade Shenzhen China

2010 - 2011

Promotion Secretary | 16th Student Union Choir, HKPU

2010 - 2011

Student Mentor | Faculty of Engineering, HKPU