MUHAN MA

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HI!

As a user-centered designer with industrial design and interaction design specializing, I'd like to help you know your users, explore solutions, and realize breakthroughs.

EXPERIENCE

Tsingmei art studio, Beijing, China
Co-founder, lead designer (2016 - Ongoing)
Initiated an art studio with artists and designers to provide online art courses and offline trainings. Contributed to business model improving, website/app building and advertisement designing.

Ceyhello, Chicago, USA
UX/UI Consultant (Spring, 2016)
Provide professional UI/UX advice and reviewing for a healthcare app to solve medication non-adherence problem. Improved design concepts through prototyping and testing.

FromD Innovation, Beijing, China
Industrial Designer (2014 - 2015)
Participated in healthcare team to improve service system and product performance for Chinese community hospital system. Contributed to user research, concept ideation, storytelling and product visualizations.

Yayan Situo Science & Technology Ltd, Beijing, China
Co-Founder (2011 - 2013)
Initiated the Platform of Yayan Culture for Lectures of Famous Universities to help student get lectures information more easily.

Id-house Creative Studio, Beijing, China
Web Design Intern (2010 - 2011)
Worked as a web and graphic designer, cooperated with web developers, designed and improved business website for clients.

EDUCATION

IIT Institute of Design, Chicago, USA
Degree: Master of Design candidate, expected Fall 2017
Learning and practicing human-centered design in user experience and business innovation.

Tsinghua University, School of Law, Beijing, China
Degree: Bachelor of Laws (Dual Degree)

Tsinghua University, Academy of Arts & Design, Beijing, China
Degree: Bachelor of Arts in Industrial Design
Areas of study include design research and practice, specialized in product design, service design and design management.

SKILLS& TOOLS

Design Research & ideation
Contextual research, User understanding, Design Analysis and Synthesis, Ideas framing and testing.

Industrial Design
Sketching, 3D Modeling and rendering, Physical prototyping.

Interaction Design
Sketching, Wireframing, Prototyping, Storyboarding.

Graphic design
color anaysis, branding, animation making.

Software
Adobe Creative Suite, SolidWorks, Rhino, Keyshot, Sketch, balsamiq, Axure.

Programming
HTML/CSS/JS

LEADERSHIP& ACTIVITIES

The President
of Simalove Student Charitable Organization

Vice President
of Chorus Group at Tsinghua University

The Chair
of the Organization Department at Youth League Committee

Senior Journalist
of Visual Art Association at Tsinghua University

AWARD& ACHIEVEMENTS

2015
ID Alumni Graduate Fellowship

2012
The Award of New Media Entrepreneurship of China

2012
"The Inspiring Youth in China" from China Youth Network

2011
Red Cross Outstanding Individual Volunteer Award for my design