

# WEIRAN MA

## User Experience Designer

 215.588.0806

 ma469@purdue.edu

 weiranma.me

### TECHNICAL SKILLS

#### Wireframing/Prototyping

Adobe Experience Design  
Adobe InDesign  
Adobe Illustrator  
Adobe Muse  
Adobe Photoshop  
Axure  
Balsamic

#### Development

HTML  
CSS  
JavaScript

#### HCI Methods

Contextual Inquiry  
Heuristic Evaluation  
Competitive Analysis  
Affinity Diagram  
Focus Group  
Usability Testing  
Surveys  
Personas

#### Data Analysis

NVivo  
SPSS

### ACTIVITIES

09' Board Member of TC@PENN  
15' Board Member of ISU EdCamp  
Student Member of 15' MwALT  
Volunteer of 12' Penn Ethnography Forum  
11'-13' Volunteer Teacher of NSC  
12' Volunteer Teacher of CI@AU

### LANGUAGES

English (Full Professional)  
Chinese Mandarin (Native/Bilingual)

### EDUCATION

#### Purdue University – West Lafayette (USA)

Ph.D. in Technology with an Emphasis on Human Computer Interaction, May 2019 (exp.)  
(Completed first two years of course work and transferred to Purdue University)

#### University of Pennsylvania – Philadelphia (USA)

M.S.Ed. in Teaching English to Speakers of Other Languages (TESOL), May. 2013

#### Ningbo University – Ningbo (CHINA)

B.A. in English Literature, May. 2010

(Honor student exchanged to Universidad Politecnica de Aguascalientes – Mexico in 2008)

### ACADEMIC EMPLOYMENT

#### Purdue University, Research Assistant

West Lafayette, IN | Aug. 2016 – present

Work in the Purdue HCDD Lab as a research assistant under Dr. Colin Gray.  
Participate in lab projects working as data analyst.

#### Indiana State University, Graduate Assistant

Terre Haute, IN | Aug. 2014 – Aug. 2016

Developed Instructional Materials for JCEHE online users, and worked with Drupal developers to promote website user experience.  
Conducted technical reviews and layout editing for the Journal of Community Engagement and Higher Education.

Organized Volunteer Fairs, and supervised students in their community-service trips.

#### University of Pennsylvania, Research Assistant

Philadelphia, PA | June. 2013

Participated in Dr. Hoa Nguyen's project – The Acquisition of Formulaic Sequences among L2 Learners, worked as a data analyst using corpus-based data collection/analysis method.

### OTHER EMPLOYMENT

#### Purdue University, Teaching Assistant (Course: HCDD172- Studio I)

West Lafayette, IN | Jan. 2016 – present

#### Indiana State University, Blackboard Technician

Terre Haute, IN | Aug. 2014 – Aug. 2016

#### Brook Academy, Program Director (K-3 & Adult Program)

Philadelphia, PA | June. 2013 – AUG. 2014

#### YIDA Education Group, Instructor (English Grammar & Speaking)

Ningbo, CHINA | June. 2010 – AUG. 2011

### PUBLICATIONS

Ma, W (2015 Fall). **Reducing Present/Past Tense Errors among Entry Level Chinese ESL Learners.** Poster presented at *the EdCamp*, Indiana State University, Terre Haute, IN