

WEIRAN MA

User Experience Designer + ESL Specialist

 215.588.0806

 ma469@purdue.com

 weiranma.me

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.)
(Transferred from Indiana State University in August 2016)

University of Pennsylvania – Philadelphia (USA)

M.S.Ed. in Teaching English to Speakers of Other Languages (TESOL), May. 2013
(Completed first two years of course work and transferred to Purdue University)

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, Editorial Assistant

Terre Haute, IN | Aug. 2014 – Aug. 2016
Conducted technical reviews and layout editing for the Journal of Community Engagement and Higher Education.
Developed Instructional Materials for JCEHE online users, and worked with Drupal developers to promote website user experience.

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 method.

OTHER EMPLOYMENT

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

West Lafayette, IN | Jan. 2016 – present

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