

# Yiran Ma

Product & UX Designer

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## EXPERIENCE

### Wish / Product Designer II

SEPT 2018 - NOW | SAN FRANCISCO

- Designed for the consumer-facing mobile app and website. Responsible for the entire design lifecycle, and actively involved in the product development process from strategy planning to experiment analysis
- Led design in Incentives & Sales to make Wish's shopping experience more fun and delightful. Launched several incentives programs that significantly boosted revenue and directly contributed to a successful IPO in 2020
- Worked in other areas of the product, including core navigation, post-purchase experience, and new initiatives
- Mentored interns and new hires, helped establish the design system and improved various design team programs and processes

### Ubicomp Lab / HCI Research Assistant

SEPT 2016 - MAY 2018 | GEORGIA TECH, ATLANTA

- Designed a tablet app that helps parents learn and track developmental milestones of their children, to facilitate early diagnosis of autism
- Implemented and tested the app through a 3-month deployment study, then synthesized learnings in an academic paper on persuasive technology

### Adobe Systems Inc. / Experience Design Intern

MAY 2017 - AUG 2017 | SAN FRANCISCO

- Contributed to the design of a new app framework to deliver a consistent experience across next-generation Adobe CC products
- Prototyped a video-editing app (now Adobe Rush) in Framer to validate the new app framework
- Carried out user research with the prototype on seven target users, and provided design suggestions based on research findings

### SNERDI / Human Factors Researcher & Developer

OCT 2015 - JUN 2016 | SHANGHAI

- Designed and built an integrated display for advanced nuclear power plant control rooms based on literature reviews, task and case analysis
- Usability testing showed improvement in operators' situation awareness and performance with the new display
- Published and presented the paper in HCII 2017 (Vancouver, Canada)

## EDUCATION

### Georgia Tech

AUG 2016- MAY 2018

M.S. Human-Computer Interaction  
Interactive Computing Track

### Tsinghua University

SEPT 2012- JULY 2016

B.S. Industrial Engineering  
Human Factors Track

## SKILLS

### DESIGN

Figma · Sketch · Adobe XD · Adobe Photoshop · Adobe Illustrator · Adobe After Effect

### PROTOTYPING

Figma · Framer · Principle · Origami Studio · InVision · Axure

### UX RESEARCH

Usability Testing · Contextual Inquiry · Task Analysis · Cognitive Walkthrough · Data Analysis · Eye-tracking

### PROGRAMMING

HTML/CSS · Javascript · FramerJS · C · C++ · Objective-C · Angular

## PUBLICATION

### HCII 2017

Integrated Design of System Display & Procedural Display in Advanced NPP Control Rooms, First Author