

YIRAN MA

Product & UX Designer

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EXPERIENCE

Wish / Product Designer

SEP 2018 - NOW | SAN FRANCISCO

- Designed for better user experience and conversion on Wish's ecommerce app
- Worked closely with product managers and engineers to implement design and iterate based on A/B testing key metrics
- Standardized design across mobile and web while enriching Wish's style guide

Adobe Systems Inc. / Experience Design Intern

MAY 2017 - AUG 2017 | SAN FRANCISCO

- Designed for a new framework that aims to deliver a consistent experience across next-generation Adobe CC products
- Prototyped multiple versions of a new video-editing app in Framer
- Carried out user testings with an interactive prototype to validate design concepts and improved design based on research findings

Ubicomp Lab / HCI Research Assistant

SEPT 2016 - MAY 2018 | GEORGIA TECH, ATLANTA

- Redesigned an interactive e-book to help parents engage in continuous developmental milestone tracking for their children
- Implemented the design with a web app using Angular2 framework
- Carried out a usability study and a 3-month deployment study with eleven parents; Synthesized finding and made design suggestions in an academic paper

SNERDI / Human Factors Researcher & Developer

OCT 2015 - JUN 2016 | SHANGHAI

- Conducted literature reviews, on-site investigations, task and case analyses; Iterated an integrated display design for advanced nuclear power plant control rooms
- Implemented the design in a simulated control room
- In-depth testing showed improvement in operators' situation awareness and performance

Facishare Technology Co.,Ltd. (Startup) / Interaction Designer

JULY 2015 - OCT 2015 | BEIJING

- Designed for a CRM app and accomplished three versions of product updates in two months through collaboration with developers and visual designers
- Carried out a user study and introduced contextual inquiry as a new research method to the team

EDUCATION

Georgia Tech

AUG 2016- MAY 2018

M.S. Human-Computer Interaction
Interactive Computing Specialization

Tsinghua University

SEPT 2012- JULY 2016

B.S. Industrial Engineering
Human Factors Concentration

SKILLS

DESIGN

Sketch · Adobe XD · Adobe Photoshop · Adobe Illustrator · Freehand-Sketch

PROTOTYPING

Framer · Origami Studio · InVision · Marvel · Axure

UX RESEARCH

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

PROGRAMMING

Angular · HTML/CSS · Javascript · FramerJS · C · C++ · Objective-C · D3 · SQL

PUBLICATION

HCII 2017

Integrated Design of System Display & Procedural Display in Advanced NPP Control Rooms / FIRST AUTHOR