



ZHIYI MA

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EDUCATION

AUG 2017
APR 2019 **UNIVERSITY OF MICHIGAN** | *GPA: 4.0*
M.S. in Information (Human Computer Interaction Specialization)

AUG 2013
JUN 2017 **BEIJING UNIV. OF POSTS & TELECOM** | *Ranking: 2/56*
B.E. in Measurement Control Technology and Instruments

EXPERIENCE

JAN 2017
APR 2017 **UBTECH ROBOTICS** | *UX Consultant*
Conducted usability testing with 8 users and used Single Usability Metric to discover insights that can help UBTECH better improve its humanoid Alpha 2 robot and supporting application.

NOV 2016
JAN 2017 **TENCENT** | *New Media Operation Intern*
Designed daily materials for Tencent's Digital Channel webpages with average daily visits of 1 million. Operated the official WeChat account and analyzed promotion effect to refine the content, resulting in 15% increase in daily content visiting value.

JUN 2016
SEP 2016 **TSINGHUA UNIVERSITY** | *UX Designer and Engineer Intern*
Drove usability testing and redesign efforts for ZOOO.app to deliver a more usable experience for enhancing children's storytelling creativity. Collaborated with PM, engineer, and designers on development and execution for a group of art interactive installations entitled MetaLife.

SELECTED PROJECTS

SEP 2017
DEC 2017 **UMSCOUT MOBILE APP** | *UX Designer*
Designed a mobile app to help UM students find ideal study spaces. Conducted user interviews, competitive analysis and created interactive prototype using Sketch and Flinto.

SEP 2017
DEC 2017 **EMAIL RESPONSE OF GOVERNMENT AGENCY** | *UX Consultant*
Conducted contextual inquiry, affinity diagrams and following research to help an agency's inbox team improve the email response workflow.

JUN 2016
SEP 2016 **ZOOO WEB APP** | *UX Designer and Engineer*
Conducted usability testing with 10 users for ZOOO.app. Used HTML, CSS, and JavaScript to create an "example" function module, reducing the average editing time from 20 minutes to 5 minutes.

JUN 2016
SEP 2016 **METALIFE INSTALLATION** | *UX Engineer*
Developed and constructed the measurement control system for MetaLife installations using Arduino. Project was displayed at Linz Ars Electronic Festival and Tsinghua Art Museum.

SKILLS

UX Methods

Contextual Inquiry
Competitive Analysis
Storyboarding
Affinity Diagrams
Wireframing
Prototyping
Usability Testing

UX Tools

Sketch
Illustrator
Photoshop
Balsamiq
inVision
Flinto
Axure
OmniGraffle

Programming

HTML + CSS
JavaScript
Arduino
Python
C++
MATLAB

RECOGNITIONS

National Scholarship
Ministry of Education 2015, 2016

Outstanding Student Leader
Beijing Univ. of Posts & Telecom. 2016

First Prize
Mathematical Contest in Modelling
Beijing District 2015