

Leon Ma

UX Designer

With backgrounds in industrial design and computing, I am an innovative and curious designer passionate about where technology meets humanity. I am seeking a position in UX Design or UX Development.

Contact

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Atlanta, GA

Experience

HCI Research Assistant | University of Washington

Dec 2024 - Present / Remote

Designed and implemented the algorithms for a CAD software that automates sensor placing on smart fabrics using Javascript.

UI/UX Designer | Innovation AI

Sep 2024 - Nov 2024 / Remote

Designed a telehealth web portal for elder users. Researched and defined the problem space; crafted Figma prototype; designed and conducted usability testing; incorporated feedback.

Lab Mentor | Interactive Product Design Lab, Georgia Tech

Sep 2024 - Present/ Atlanta, GA

Helped to lab users checking in/out items; provided guidance on smart product prototyping.

Projects

Work Time Tracker App on IOS

Jun 2021 - Present

Designed and developed a productivity app for iOS that helps people track, plan, and optimize their time to achieve their goals.

- Crafted the UI/UX: Built all UI system, storyboard, and state diagram in Adobe Illustrator to visualize the app's layout and user flow.
- Developed and tested the prototype: Built a functional prototype in Xcode using Objective-C, managed source control with Git, and conducted iterative testing and refinement in real settings.
- Implemented innovative time management model: Advised and implemented a novel model to plan and track time use at work, incorporating user feedback and suggestions to enhance the app's functionality and user experience.

Accenture Knowledge Exchange

Aug 2024 - Dec 2024

Improved Knowledge Exchange, Accenture's internal knowledge database, to facilitate the exchange of client information among its consultants. Responding to the user needs, introduced a feature that uses AI to automate the removal of confidential client information from the uploaded content. Crafted a high-fidelity UI prototype in Figma and improved iteratively based on user interviews.

Reducing Food Waste

Feb 2023 - Jul 2023

Designed a data-driven grocery shopping experience to change people's behavior to reduce food waste during the exchange at TU Delft, Netherlands. Tested the shopping experience using various prototypes and Figma, drove the Wizard-of-Oz experiment, revealing improved effectiveness of the design after changing the messages shown on the check-out kiosk.

OILY Stress Relief Experience

Jan 2024 - May 2024

OILY is a kit that allows users to build their own non-digital dynamic immersive projection experience at home from oil-water mixture.

- Researched current trends to locate the problem space and identified opportunities.
- Did hand-on experiments with oil-water mixture to test the concept and led to a prototype.
- Polled 90+ people about stress, stress handling, and potential interest in this design.
- Made a commercial video capturing the fascination of OILY experience, with completely original videography and video editing using After Effects and Premiere Pro.

Education

M.S. in Human-Computer Interaction,
Georgia Institute of Technology

Aug 2024 - May 2026 / Atlanta, GA

B.S. in Industrial Design,
Minor in Computing and Devices,
Georgia Institute of Technology

Aug 2020 - May 2024 / Atlanta, GA

Integrated Product Design (Exchange)
Delft University of Technology

Feb 2023 - Jul 2023 / Delft, Netherlands

Skills

Design

Adobe Creative Suite, Drawing, Fusion 360, Solidworks, Keyshot, Figma

Development

Objective-C, C, C++, Java, Python, Arduino, Unity Framework, Javascript, Xcode, AWS

Crafting

Wood, Foam, Chipboard, Laser Cutting, Circuit Building

Languages

Chinese, Mandarin (Native)
English