Luyao Ma

UX Designer

UX Researcher, Designer & Developer | ORGTON TRAIL

Master's Project — May 2025 - May 2026

- Led a year-long master's project as sole designer and developer of ORGTON Trail, an educational simulation game that introduces beginner backpackers to essential outdoor planning and decision-making skills, driving end-to-end UX process from proposal and research to interaction design, prototyping, and evaluation.
- Conducted literature review across 19+ sources, mixed-methods research (7+ interviews, 5 usability tests, surveys) and synthesized insights via affinity mapping to define design requirements and guide product direction.
- Designed core game mechanics and end-to-end user flows that translate real-world backpacking planning into consequence-driven interactions, reinforcing learning through player decisions.
- Iterated through 5 prototype versions, prioritizing improvements based on user testing data to refine feedback systems, clarity, and engagement.
- Validated design with 6 experienced trip leaders: 6/6 rated UI and system feedback as clear, 5/6 confirmed effective learning of planning and consequences, and 3/6 reported strong enjoyment.
- Achieved high engagement and learning outcomes, with users reporting increased confidence in trip planning and recognizing the impact of preparation on outdoor safety.

Software Engineering - Frontend UX Intern | Zoku

Internship — Oct 2025 - Jun 2026

- Collaborated actively with frontend engineers and product managers to deliver the next version of Zoku, an activity-recommendation lifestyle app.
- Audited and improved Figma design files by addressing UI design and project-organization issues, improving design quality and future handoff efficiency.
- Conducted competitive and market research to benchmark industry metrics, identify product weaknesses, and recommend prioritized product improvements and positioning strategies.
- Tested and developed comprehensive brand guidelines, including color palettes, typography, and new visual assets, aligned with the updated brand positioning.
- Designed and refined end-to-end user flows, including activity discovery and filtering, on-site scavenger-hunt-style venue experience, and post-adventure follow-up, creating a more cohesive and engaging user journey.

UI/UX Design Intern | AIML.com

Internship — Jul 2025 - Aug 2025

- Transformed site navigation to make resource discovery effortless by replacing static listings with context-aware menus and filters that proactively guide users.
- Unified the learning experience by strengthening connections between pages to create a coherent content journey.
- Improved visual hierarchy and introduced a modern, minimalistic aesthetic and reusable UI modules within a consistent design system.
- Collaborated closely with product managers, developers, and content authors; iterated rapidly on stakeholder feedback.
- Delivered high-fidelity Figma prototypes for 3 major user flows within one month.

UI/UX Designer | Innovation AI

Internship — Sep 2024 - Nov 2024

- Conducted literature reviews, synthesized web research, and interviewed healthcare professionals to identify emerging trends and opportunities in elderly care.
- Designed and presented feature concepts for an elderly-focused telehealth portal in Figma, including video appointment functionality and an AI-driven speech interface.
- Assessed prototype usability through self-guided user testing and surveys.

Contact

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Atlanta, GA

Education

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

GPA 3.81

Aug 2024 - May 2026 / Atlanta, GA

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

GPA 3.71

Aug 2020 - May 2024 / Atlanta, GA

Integrated Product Design (Exchange)
Delft University of Technology

Feb 2023 - Jul 2023 / Delft, Netherlands

Skills

Design

Figma
Adobe Creative Suite
Drawing
Fusion 360
Solidworks
Keyshot

Development

JavaScript
React.js
HTML
CSS
Objective-C
C/C++
Java
Python
Arduino
Unity Framework
Xcode
AWS

Languages

Chinese, Mandarin (Native)
English