

Maggie Ma 🌸

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EDUCATION

Carnegie Mellon University

Bachelor of Design 2023
Human-Computer Interaction Minor

Dean's List 2020, 2021
GPA: 3.92/4.00

GDUSA Students-to-Watch 2022

SKILLS

Software

Adobe CC
Figma
HTML/CSS
Javascript/p5.js

Design

Graphic Design
Interaction Design
User Experience
User Research
Brand Identity
Print Design
Systems Thinking
Animation
Drawing/Visualizing
Storyboarding
Wireframing
Illustration
Photography

Languages

English
Chinese
Spanish

EXPERIENCE

Brand Designer, *Lunar Gala*

September 2021 - Present | Pittsburgh, PA

Collaborate with creative team to develop visual brand identity and ideate digital/physical assets for Pittsburgh's largest fashion show.

Interaction Design Studio TA,

CMU Human-Computer Interaction Institute

August 2021 - Present | Pittsburgh, PA

Provided critical feedback and guidance to Interaction Design students on user experience design. Advised professors in grading students work and facilitating in-class discussions and workshops.

Design Intern, *Braze*

June - August 2021 | New York, NY

Created various internal and external branding assets, collaborated with Content, Product Design, and Marketing teams.

PROJECTS

NOVA, Visual + UI/UX Design

September - October 2021 | Collaborative

Designed conversational AI interface for users to navigate anxiety through guided, interactive mindfulness exercises. Contributed to concept, research, and visual design.

Favorite Foods, by the Months, Visual + Web Design

November - December 2021 | Collaborative

Synthesized data from NYT Cooking and Google Trends to design web experience that visualizes the most popular dishes by month.

SPC Broadband Campaign, Branding + Visual Design

October - December 2021 | Individual

Designed public messaging campaign calling for equal internet access, in collaboration with the Southwestern Pennsylvania Commission (SPC), Allies for Children and Metro21 @ CMU.