

# SHERRY MA

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## EXPERIENCE

### UX Research Intern | Signify (Philips Lighting)

02/2023 - 04/2023, Eindhoven, Netherlands

- Designed and conducted B2B research on users' perceptions and purchasing decision-making factors of lighting appliances regarding sustainable materials, using interviews and card-sorting
- Researched the life-cycle analysis of existing lighting appliance materials
- Analyzed qualitative survey data through thematic analysis for Philips Hue accessories
- Presented usability evaluations of the horticultural digital portal interface to UX designers

### Experience Design Intern | Philips

11/2021 - 01/2022, Shanghai, China

- Researched new business opportunities, regulations, and industry trends for medical consumables in China
- Conducted competitor analysis and created value propositions for a personal health smart device
- Facilitated ideation workshops on addressing the pain points found on an e-commerce platform
- Synthesized key insights from interviews with radiologists

### Interaction Design Intern | frog design

07/2021 - 10/2021, Shanghai, China

- Updated the mobile application interface with new features and design system for an international commercial bank by designing and modifying wireframes
- Created weekly presentations to communicate the design progress

### UX Research Intern | Dexcom x UCSD Design Lab

03/2021 - 06/2021, San Diego, United States

- Designed and conducted interviews and surveys for exploratory user research on a Dexcom continuous glucose monitoring device (CGM) with identified stakeholders in a new market
- Analyzed and presented key insights that informed design decisions and the launching of the CGM device to over 80 internal employees across departments, using personas, user journey maps, storyboards, and wireframes

## EDUCATION

Eindhoven University of Technology (TU Eindhoven)

Eindhoven, Netherlands

**MSc. Human-Technology Interaction**

02/2022 - 02/2024

University of California, San Diego

San Diego, United States

**BS. Cognitive Science with a specialization in Design & Interaction**

09/2017 - 03/2021

## SKILLS & TOOLS

- Design Thinking, Quantitative Research, Prototyping, Information Architecture, Usability Testing
- Figma, Sketch, Photoshop, InDesign, Miro, HTML, CSS, Javascript, Python, Matlab, STATA, Agile

## LANGUAGES

**Chinese & English** - Native/bilingual   **German** - Intermediate (B1)   **French** - Basic (A2)   **Dutch** - Basic (A1)