ZENG WEI
User Experience Designer

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Portfolio azurexuan.github.io

EDUCATION

Delft University of Technology, Netherlands Sept. 2019 - Nov. 2021
MSc Design for Interaction
Master Thesis: *Enabling Human-In-The-Loop Interpretability Methods of Machine Learning Models*

Sun Yat-sen University, China Sept. 2015 - Jun. 2019
BA Internet and New Media

National Taiwan University of Science and Technology Feb. 2018 - Jun. 2018
Commercial and Industrial Design (Exchange Programme)

EXPERIENCE

User Experience Designer, Intelligent Driving Group, Baidu Inc. Dec. 2021 - Present
Shenzhen, China
- Collaborate with auto manufacturers to define the digital in-vehicle experience, such as the Ford Sync+ system. My role involves designing the launcher, infotainment system, car control settings, navigation functions, and more.
- Conduct research on experience design and present the findings to the department to facilitate discussions. Topics ranged from atomic design methods to key takeaways from next-generation CarPlay.
- Led the establishment of a universal and flexible UE component library, collaborated with developers to build it into a code component library for all delivery projects, with a coverage of 79%.

UX Design Intern at Intelligent Driving Group, Baidu Inc. Jun. 2020 - Oct. 2020
Shenzhen, China
- Conducted desk research on design guidelines for IVI systems, including a study on the notification system design of Android Auto and an analysis on the information granularity of media apps.

User Interface Design Intern at NetEase Games Aug. 2018 - Oct. 2018
Guangzhou, China
- Participated in the development of a large-scale MMO game, built digital prototypes with animation effects in Cocostudio, and conducted walk through to guarantee proper implementation.

SKILLS

Languages: Mandarin (native), English (fluent, IELTS 7.5)
Technical: Prototyping with Sketch/Figma/Adobe XD/Arduino/Unity 3D
Others: User-centered design methods, qualitative/quantitative research methods, strong logical thinking