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, GPA 7.5/10
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, GPA 89/100

National Taiwan University of Science and Technology   Feb. 2018 - Jun. 2018
Commercial and Industrial Design (Exchange Programme), GPA 95/100

EXPERIENCE

User Experience Designer, Intelligent Driving Group, Baidu Inc.   Dec. 2021 - Present

- Work together with clients in the auto industry (like Ford and Geely) to develop customized smart cockpit design solutions, and be independently in charge of the UX design of 7 functional modules for 19 models, the three main ones being the **system launcher, video player, and Baidu map navigation**.
- Support the **SCRUM development process** and communicate closely with clients, ecological partners, and upstream and downstream roles to ensure customer satisfaction and user experience.
- Be independently responsible for or lead the process of **professional studies**, as well as **conducting internal sharing** and **producing research reports** to strengthen organizational expertise.
- Collaborate with UI and R&D to **develop standardized tools**; led the establishment of a **universal UE component library** (covering 80% of the components in delivery projects) and established baseline documents to improve design quality and efficiency.

UX Design Intern at Shenzhen Prudential Technology Co., Ltd.   Mar. 2021 - Apr. 2021

- Participated in the **0 to 1 design exploration** of financial and social functions in the Prudential APP, working closely with the product teams in the UK and Hong Kong.
- Defined user needs and scenarios through **questionnaires**, **interviews**, and **competitive analysis**; Produced **MVP prototypes** and conducted **usability tests** to verify the design directions.

UX Design Intern at Intelligent Driving Group, Baidu Inc.   Jun. 2020 - Oct. 2020

- Analyzed industry trends, conducted research on IVI systems, and presented the findings among the group.

User Interface Design Intern at NetEase Games   Aug. 2018 - Oct. 2018

- Participated in the development of a large-scale MMO game, **built digital prototypes with animations** in Cocostudio, and conducted design walkthrough to guarantee proper implementation.

SKILLS

Languages: Mandarin (native), English (fluent, IELTS 7.5)

Technical: Sketch/Figma/Adobe XD/Arduino/Unity 3D prototyping , Adobe Design Suite

Others: Innovation techniques, User research methods (qualitative/quantitative, interviews, A/B tests)