

# Chuchu Wei

Chuchu is a passionate product designer with a focus on user-centered design for consumer-facing experiences

## DESIGN EXPERIENCE

### Founding Product designer | [Youpi Inc.](#) Feb. '21 - Now

Youpi Inc. is currently in the stage from 0 to 1 and funded by top-tier VC including Index Ventures. Youpi is building consumer video product including PetThoughts App and Bubble Camera

- Led design projects across the entire product lifecycle from initial concept to execution in collaboration with a cross-functional team of engineer, product manager, designer, community manager etc.
- Conducted user research to find the users' pain point, which informed new product opportunities, direction and feature prioritization
- Created from scratch the first design systems, including color palettes, fonts, custom icons, custom components and style guide
- Conducted unmoderated and moderated usability testing and translate the testing results into actionable recommendations for product iteration
- Managed a full-fledged design team of 5 contractors to deliver brand asset for marketing ads copy, website design, digital advertising campaigns and social media

### Product designer | [RooMate App](#) May. '20 - Jul. '20

RooMate is the capstone project of the design program at [Thinkful](#).

- Conducted user research, competitive analysis, usability testing and delivered wireframes and clickable hi-fidelity prototypes

### Co-founder, UX Researcher | [Smart Closet](#) May '18 - Aug '20

Smart Closet is a virtual closet app, which achieved over 1 million downloads in AppStore and Google Play and ranked No.1 in Shopping App in AppStore with a review of 4.5/5 stars

- Conducted user research and provided insights to conduct concept testing, product iteration, and feature delivery
- Collaborated with engineers to build social feature and increased the app's ranking to No. 1 in Shopping App in AppStore in 2019
- Designed marketing asset and conducted marketing campaign including ambassador program to increase brand awareness

<https://chuchuwei.design/>

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## EDUCATION:

### Thinkful UX/UI Design Design Program

Sep. '19 - Jul. '20

### UC San Diego, M.A., International Affairs

Sep. '15 - Jun. '17

### Fudan University, B.A., Philosophy

Sep. '10 - Jul. '14

## SKILLS:

**Design Tools:** Figma, Sketch, Photoshop, InVision

**Design Methods:** Prototyping, Wireframing, Affinity Diagram, User Interface Flows, Competitor Analysis, Personas, A/B Preference Testing

**User Research:** Surveys, Interviews, Usability Testing

**Programming:** HTML, CSS, Git, GitHub, SQL, R, STATA

## OTHER WORK EXPERIENCE:

### Royalty & Audit Specialist, HDMI Licensing Administrator, Inc.

Jul. '19 - Feb. '21

### Data & Royalty Analyst, HDMI Licensing Administrator, Inc.

Jan. '18 - Jun. '19