

Chuchu Wei

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

DESIGN EXPERIENCE

Product designer | [Youpi Inc.](#)

Feb. '21 - Now

Designed the MVP of [Bubble Camera](#) for early-stage start-up in the video & social media sector. As the founding designer, my work includes:

- Led design projects across the entire product lifecycle from initial concept to execution in collaboration with a cross-functional team of engineers, designers, community manager etc.
- Conducted user research and delivered insights to the product team to find the users' pain point, identify new product opportunities, determine product direction and decide feature priority
- Created from scratch the first design systems at Youpi, including color palettes, fonts, a full set of custom icons, custom components and a centralized 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](#).

- Designed hi-fidelity mockups for [RooMate App](#), a mobile app which connects lessor and tenant in a genuine and creative way
- Conducted user research, competitive analysis, usability testings and delivered wireframes, clickable prototypes etc.

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
- Designed marketing asset and conducted marketing campaign including ambassador program to increase brand awareness

<https://chuchuwei.design/>

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San Francisco Bay Area, CA

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, User Research, User Surveys, User Interviews, Personas, A/B Preference Testing, Usability Testing

Programming: HTML, CSS, JavaScript, jQuery, 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