Christy Wei

UX Designer in San Francisco Bay Area

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DESIGN EXPERIENCE

Bloc-Comprehensive UX/UI Design Program   Sep. '19 - Now

- Completed 880+ hours of project-based and frontend development work under mentorship of 2 accomplished senior product designers on weekly basis
- Learned industry best practices and design process standards with a focus on UX research, visual design, and front-end development.

UX Designer | RooMate App   May '20 - Jul. '20

- Researched and designed a roommate-seeking iOS app for people living in the cities better find the ideal roommate
- Created brand identities such as brand logo, typography, layout, color palette, and style guide
- Produced hi-fi mock-up prototype as MVP

UX Designer | WeCloud   Feb. '20 - May '20

- Conducted user research and competitor analysis in cloud content management market
- Produced responsive design for iOS app and desktop platform
- Conceptualized and designed the brand identities, including logo, icons, color palette typography etc.
- Conducted A/B Preference Testing

Co-founder | Smart Closet   May '18 - Now

Smart Closet is a clean and smart tool where people can manage their closet and daily outfits with over 1 million downloads in App Store and Google Play.

- Interviewed users about their experience at Smart Closet
- Collaborated with engineers on developing the social function, adding hashtag function, launching Smart Closet website, adding shopping function, creating tutorial videos etc.
- Conducted marketing campaign including ambassador program to increase Smart Closet's brand awareness
- Managed Smart Closet Community including managing Social Media official account on instagram, facebook page, updating Smart Closet blog, initiating outfit competition in Smart Closet Community

EDUCATION:

UC San Diego, M.A., International Affairs

Sep. '15 - Jun. '17

Fudan University, B.A., Philosophy

Sep. '10 - Jul. '14

SKILL:

Design Tools: Figma, Sketch, Photoshop, InVision

Design Methods: Prototyping, Wireframing, Affinity Diagram, Empathy Maps, Competitor Analysis, User Survey, User Interview, Personas, A/B Preference Testing, Usability Testing

Programming: HTML, CSS, JavaScript, jQuery, GitHub, SQL, R, STATA

OTHER EXPERIENCE:

Royalty & Audit Specialist, HDMI Licensing Administrator, Inc.

Jul. '19 - Now

Data & Royalty Analyst, HDMI Licensing Administrator, Inc.

Jan. '18 - Jun. '19