

Chuchu Wei

Product Designer

<https://chuchuwei.design/>
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San Francisco Bay Area, CA

WORK EXPERIENCE

Youpi Inc. / Founding Product designer FEB 2021 - PRESENT

Youpi Inc. is currently in the stage from 0 to 1 and funded by top-tier VC including Index Ventures.

- 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

Smart Closet / Co-founder, UX Researcher MAY 2018 - AUG 2020

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

HDMI Licensing Administrator, Inc.

Royalty & Audit Specialist JUL 2019 - FEB 2021

Data & Royalty Analyst JAN 2018 - JUN 2019

- Led audit projects with 100+ licensees and collected \$X million royalties
- Conducted market research, performed data analysis and presented findings to HDMI leadership

EDUCATION:

University of California, San Diego, M.A., International Affairs

SEP 2015 - JUN 2017

Fudan University, B.A., Philosophy

SEP 2010 - JUL 2014

SKILLS:

Design Tools: Figma, Sketch, Adobe Illustrator, Adobe Photoshop, InVision

Design Methods: Prototyping, Strategy & Vision Presentations, Concept Sketches, Wireframes & MockUps with Sketch, Affinity Diagram, User Flows, Competitor Analysis, Personas, A/B Testing, Style Guide & Pattern Library, Design Spec

User Research: Surveys, Interviews, Data Analysis, Usability Testing

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

Collaboration: Self Starter, Leadership, Detail Oriented, Communicative