

# Chuchu Wei

Chuchu is a passionate product designer living in the San Francisco Bay Area.

## 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
- Conducted user research and delivered insights to the product team to find the users' pain point, determine product direction and decide feature priority
- Created new UX standards, design systems and interactive guidelines
- Produced multiple concepts and high fidelity prototypes to test new interactive video experiences
- Worked in a cross-functional team of engineers, designers, community managers etc.
- Managed a full-fledged design team of 5 contractors to deliver brand asset for marketing, website, digital advertising campaigns and social media

### Product designer | [RooMate App](#)

May. '20 - Jul. '20

RooMate is the capstone project completed during my bootcamp study at [Thinkful](#).

- Designed hi-fidelity mockups for [RooMate App](#), a mobile app, that 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