Christy Wei

UX Designer in San Francisco Bay Area

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DESIGN EXPERIENCE

UI UX Design Apprenticeship at Bloc.io
September '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 - July '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
February '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
September '15 - June '17

Fudan University, B.A., Philosophy
September '10 - July '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.
July '19 - Now

Data & Royalty Analyst, HDMI Licensing Administrator, Inc.
January '18 - June '19