JIAYING WEI

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WORK EXPERIENCE

Lead UX Designer | Active Theory Inc.

REMOTE | AUG 2020 ~ PRESENT

Active Theory Inc develops digital technology in the fitness space. Our main product is BitGym, an immersive workout app for your indoor treadmill, stationary bike, elliptical, & rower.

- As the sole designer on our team I create & maintain all of our wireframes, user flows, and high fidelity designs for our mobile app and website. With my help, our team has launched our new TVOS app, added new features like Bluetooth support for external devices, and improved existing features like social media sharing & new user on-boarding.
- Led the visual rebranding of the BitGym app, this refresh included our logo, app icon, colors, typography, and in app UI components. As part of this rebrand I also redesigned the visual identity of our website, social medias, and other communication platforms.
- Improved our company's collaborative workflow by transitioning our team from Sketch to Figma, and setting up symbols & other reusable UI components. Advocated for the use of FigJam in our longer term strategic planning.
- Lead front-end developer for both our consumer (bitgym.com) and our corporate (activetheoryinc.com) website.
- Created illustrations for our social media & email newsletters.

Interaction Designer | Mitsubishi Electric's Industrial Design Center

OFUNA, JAPAN | JAN 2018 ~ AUG 2020

Mitsubishi Electric is a multinational electronics and electrical equipment manufacturer. I was on their interaction design team which focused primarily on user experience for their home appliance & IoT products. In my time there I helped design version 2 of the Kirigamine Air Conditioner remote control app, as well as pitch new product concepts for a luxury home energy management system for high rise apartment buildings. I also submitted & presented Swipe Talk (a communication app for hearing impaired) at the 2019 UX Design Awards at IFA Convention in Berlin, Germany.

TOOLS

Figma, Sketch, Procreate, HTML, CSS, Javascript, Adobe Creative Suite (Illustrator, Photoshop), Tailwind, & Jekyll

SKILLS

Interaction design, wireframing, user research, behavior design, responsive design, prototyping, web development, usability testing, branding, & illustration

LANGUAGES

English (native proficiency), Japanese (business proficiency - JLPT N1), Mandarin & Cantonese (conversational proficiency), & Spanish (elementary proficiency)

EDUCATION

Olin College of Engineering | 2013 - 2017
B.S. General Engineering with a concentration in Product Design | GPA 3.8