

Bob Tianqi Wei

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Education

University of California at Berkeley, College of Engineering

M.Des in Human-Computer Interaction

Aug 2023 – Dec 2024

Distinguished Scholar, 3.66/4

Tsinghua University, Academy of Arts and Design

B.A. in Industrial and Product Design

Aug 2019 – Jun 2023

3.71/4

Skills

Design & Research: User Research, Design Thinking, Wireframing, Storyboarding, Journey Mapping, DFM

Tools: Figma, Rhino, Grasshopper, SolidWorks, AutoCAD, Keyshot, Adobe CC, Unity, Arduino, Processing, Raspberry Pi

Prototyping & Fabrication: 3D Printing, Laser Cutting, Silicone Casting, Physical Computing, Sensor Integration

Programming: Python, JavaScript (TypeScript), C++, HTML/CSS, Processing, React 18, Node.js, Flask

AI/ML: Prompt Engineering, LLM APIs, CLIP, SentenceTransformers, SQLite, Pinecone, Docker, Git

Experiences

Design Researcher, Berkeley Institute of Design Lab, UC Berkeley EECS, Part-Time

Nov 2023 - Present

- Led the design and development of several AI-powered educational systems, enhancing learning experiences.
- Conducted user research with educators to co-design a web app for contextual feedback, improving student comprehension.
- Collaborated with cognitive researchers to create a real-time hand-tracking conducting interface, advancing tacit learning.

Research Design Engineer, Morphing Matter Lab, UC Berkeley Mechanical Engineering, Contract

Feb - May 2025

- Led the design and fabrication of a skin-like interface, integrating multimodal actuators for diverse interactions.
- Enhanced project outcomes by formulating the design space and creating engaging interactive demonstrations.
- Developed skills in mechanical design, material prototyping, and collaborative innovation within a research environment.

Product and Service Designer, Industrial and Commercial Bank of China, Internship

May - Aug 2022

- Developed a real-time hand-tracking conducting interface that mirrors live orchestra responsiveness.
- Led qualitative user study showing improved phrasing and expression through dynamic audio feedback.
- Applied HCI and embodied learning frameworks to support tacit musical skill development.

Industrial Product Designer, ANTA Sports, Internship

Aug - Dec 2021

- Designed an innovative memory-based lacing system for badminton shoes, enhancing user experience.
- Conducted comprehensive user research and competitor analysis, focusing on systems like BOA.
- Led mechanical prototyping and CAD modeling, resulting in a significant reduction in lacing time from 15 to 3 seconds.

Visual and Product Designer, Nail & Hammer Creative (Guangzhou), Internship

May - Aug 2021

- Collaborated with cross-functional teams to design and develop cultural merchandise, enhancing brand visibility.
- Utilized design thinking principles to create innovative visual solutions for print and product media.
- Conducted market analysis to identify trends, contributing to a significant increase in sales growth.

Teaching

UC Berkeley, INFO 213: Introduction to User Experience Design, TA

Aug 2024 - Dec 2024

UC Berkeley, DESINV 22: Prototyping and Fabrication, Lead TA

Jun 2024 - Aug 2024

UC Berkeley, INFO C262: Theory and Practice of Tangible User Interfaces, Lead TA

Aug 2023 - Dec 2023

Publications

Labor, Power, and Belonging: The Work of Voice in the Age of AI Reproduction. ACM FAccT 2025. Almeda et al.

Generating Visual Aids to Help Students Understand Graphic Design with EKPHRASIS. ACM CHI 2025. Wei et al.

Demonstration of Sympathetic Orchestra: An Interactive Conducting Education System... ACM UIST 2024. Wei et al.

Leadership

Tsinghua University Student Art Troupe Clavier Team, President

Aug 2020 - Aug 2022

- Organized and held large-scale concert activities and art popularization lectures.

Tsinghua University iOS Club, President of Publicity Group and Product Manager Group

Aug 2021 - Aug 2023

- Represented the club to Apple headquarters for an interaction and hardware theme exchange, allowing the club to receive support for development equipment, funding, and internship resources.