

Bob Tianqi Wei

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UI/UX designer with a foundation in HCI research, service design, and creative prototyping. I design intuitive, feedback-rich digital experiences grounded in user research and behavioral insights. From AI-assisted learning platforms to smart banking interfaces, I build systems that enhance understanding, accessibility, and delight.

Education

University of California at Berkeley, College of Engineering , CA, USA	Aug 2023 – Dec 2024
Master of Design in Human-Computer Interaction	Distinguished Scholar, 3.66/4
Tsinghua University, Academy of Arts and Design , Beijing, China	Aug 2019 – Jun 2023
B.A. in Industrial and Product Design	3.71/4

Professional Experiences

Design Researcher, Berkeley Institute of Design Lab, UC Berkeley EECS , Part-Time	Nov 2023 - Present
<ul style="list-style-type: none">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.	
Design Researcher, Morphing Matter Lab, UC Berkeley Mechanical Engineering , Contract	Feb - May 2025
<ul style="list-style-type: none">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.	
UX Designer, Industrial and Commercial Bank of China , Internship	May - Aug 2022
<ul style="list-style-type: none">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.	
UX & Product Designer, ANTA Sports , Internship	Aug - Dec 2021
<ul style="list-style-type: none">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.	
UX & Brand Designer, Nail & Hammer Creative (Guangzhou) , Internship	May - Aug 2021
<ul style="list-style-type: none">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

Leadership

Tsinghua University Student Art Troupe Clavier Team , President	Aug 2020 - Aug 2022
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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.	

Skills

Design & Research: User Research, Design Thinking, Wireframing, Storyboarding, Journey Mapping, Design for Manufacturing
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: C++, Java, Python, MATLAB, Processing, JavaScript, HTML/CSS, Max MSP
Languages: English (TOEFL 110), Mandarin Chinese (Native), Japanese (Fluent)
Hobbies: Photography, Musical, Watercolor, Badminton, Cooking, Palmistry, FengShui