

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

Experiences

Product Design Engineer, Anything (Create, Inc.) San Francisco, CA, Contract

Jul 2025 - Sep 2025

- Designed and developed web UI and marketing sites supporting the launch of [Anything](#), Create's new AI app builder, collaborating closely with marketing and engineering team: [Site](#), [Affiliate Program](#), [Brand Resources](#)
- Architected a componentized design system (variables/tokens, type-spacing rhythm, responsive rules) in Figma
- Optimized prompts & guardrails for image→code generation to improve first-pass alignment with user intent
- Contributed to QA of an unreleased product line, focusing on UI quality and UX consistency
- Helped the launch story and site quality that supported revenue growth to **\$1M ARR in Q3 2025**.

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

Nov 2023 - Present

- Shipped [ArtiFactor](#), a multi-model web app that links an art-history database to image generation; defined the workflow with an infinite canvas and a provenance-aware UI
- Prototyped and partnered with engineering to deliver core interactions: right-click to add nodes, drag-to-canvas, compare/selection, review-retry, rollback—so long chains stay visible and controllable
- Ran usability tests and a controlled comparison with artists; results showed higher judged style distinctiveness, faster time-to-usable, and more reported inspiration when using the database-assisted flow

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

Feb 2025 - May 2025

Projects

[PartSelect Chat Agent](#) — AI Agent for E-Commerce Customer Support

Jun 2024

- Defined the support workflow and IA (identify model/part → retrieve → verify compatibility → step-by-step install)
- Designed structured inputs, validation, and disambiguation for part/model numbers; added human handoff for edge cases
- Created prompt patterns, guardrails, and review-retry flows to improve first-pass alignment
- Delivered a fully functional prototype with <3s response latency, <1% error rate, and full mobile optimization within 48 hrs

[Ekphrasis](#) — AI Feedback Tool for Graphic Design Education

Aug 2024 – Jan 2025

- Defined the problem with interviews of 11 design educators; mapped jargon/ambiguity pain-points and learning barriers
- Designed a block-based canvas and comparison view to make abstract prompts concrete, specified interaction rules
- Built a working prototype to generate visual aids from a student's composition, instrumented flows for iteration
- Ran preliminary user tests with novices; observed faster grasp of terms and improved second round compositions

[Sympathetic Orchestra](#) — Interactive, Hand-Tracked Orchestral Conducting Education System

2024 – 2025

- Framed goals with 3 conducting professors; identified gaps in static-recording practice and the need for real-time feedback
- Designed a minimal stage-layout UI with responsive audio cues; specified gestures and attention scaffolds
- Delivered a webcam hand-tracking prototype (p5.js + Google AI Edge), tuned interaction for musical exploration
- Studied 7 participants to compare responsive vs. static practice; observed improvements in phrasing and section balance

Skills

Core UX: Information Architecture, Interaction Design, Design Systems & Accessibility, Prototyping

Research & Evaluation: User Research, Usability Testing, Heuristic Review, Experimentation & Metrics

AI for Product Design: Prompt patterns & guardrails, Evaluation rubrics, Human-in-the-loop, LLM APIs

Tools & Handoff: Figma (components, variables), Spec writing & tokens, Design QA, Front-end handoff (HTML/CSS, React)

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