Bob Tianqi Wei

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Multidisciplinary designer and creative technologist with a background in interaction design, industrial design, and HCI research. Experienced in creating human-centered systems across digital, product, and branded environments. From AI-powered learning tools to cultural merchandise and smart wearables, I bridge technology and storytelling through research, prototyping, and cross-functional collaboration.

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
- 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, Reader — 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
- 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.

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