

# 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 Engineer, Create, Inc.** San Francisco, CA, Contract

Jul 2025 - Present

- Crafted visually refined, high-quality web interfaces to simulate professional-grade UI designs
- Bridged visual design intent and engineering execution by authoring clean, scalable front-end code in React
- Contributed to the creation of synthetic UI datasets that guide the development of Create's generative design engine
- Brought design sensibility to engineering workflows, focusing on visual hierarchy, spacing, and typography

**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**, Part-Time

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.