

# Bob Tianqi Wei

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Industrial product designer with experience in wearable innovation, smart materials, and physical computing. Skilled in translating user needs into manufacturable solutions through CAD modeling, prototyping, and cross-disciplinary teamwork. From lacing systems to shape-changing interfaces, I create products that merge performance, usability, and aesthetics.

## Education

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

## Professional Experiences

<b>Research Design Engineer, Berkeley Institute of Design Lab, UC Berkeley EECS</b> , Part-Time	Nov 2023 - Present
<ul style="list-style-type: none"><li>Led the design and development of several AI-powered educational systems, enhancing learning experiences.</li><li>Conducted user research with educators to co-design a web app for contextual feedback, improving student comprehension.</li><li>Collaborated with cognitive researchers to create a real-time hand-tracking conducting interface, advancing tacit learning.</li></ul>	
<b>Product &amp; Mechanical Designer, Morphing Matter Lab, UC Berkeley Mechanical Engineering</b> , Contract	Feb - May 2025
<ul style="list-style-type: none"><li>Led the design and fabrication of a skin-like interface, integrating multimodal actuators for diverse interactions.</li><li>Enhanced project outcomes by formulating the design space and creating engaging interactive demonstrations.</li><li>Developed skills in mechanical design, material prototyping, and collaborative innovation within a research environment.</li></ul>	
<b>Product and Service Designer, Industrial and Commercial Bank of China</b> , Internship	May - Aug 2022
<ul style="list-style-type: none"><li>Developed a real-time hand-tracking conducting interface that mirrors live orchestra responsiveness.</li><li>Led qualitative user study showing improved phrasing and expression through dynamic audio feedback.</li><li>Applied HCI and embodied learning frameworks to support tacit musical skill development.</li></ul>	
<b>Industrial Product Designer, ANTA Sports</b> , Internship	Aug - Dec 2021
<ul style="list-style-type: none"><li>Designed an innovative memory-based lacing system for badminton shoes, enhancing user experience.</li><li>Conducted comprehensive user research and competitor analysis, focusing on systems like BOA.</li><li>Led mechanical prototyping and CAD modeling, resulting in a significant reduction in lacing time from 15 to 3 seconds.</li></ul>	
<b>Product Designer, Nail &amp; Hammer Creative (Guangzhou)</b> , Internship	May - Aug 2021
<ul style="list-style-type: none"><li>Collaborated with cross-functional teams to design and develop cultural merchandise, enhancing brand visibility.</li><li>Utilized design thinking principles to create innovative visual solutions for print and product media.</li><li>Conducted market analysis to identify trends, contributing to a significant increase in sales growth.</li></ul>	

## Teaching

<b>UC Berkeley, INFO 213: Introduction to User Experience Design</b> , TA	Aug 2024 - Dec 2024
<b>UC Berkeley, DESINV 22: Prototyping and Fabrication</b> , Lead TA	Jun 2024 - Aug 2024
<b>UC Berkeley, INFO C262: Theory and Practice of Tangible User Interfaces</b> , Lead TA	Aug 2023 - Dec 2023

## Leadership

<b>Tsinghua University Student Art Troupe Clavier Team</b> , President	Aug 2020 - Aug 2022
<ul style="list-style-type: none"><li>Organized and held large-scale concert activities and art popularization lectures.</li></ul>	
<b>Tsinghua University iOS Club</b> , President of Publicity Group and Product Manager Group	Aug 2021 - Aug 2023
<ul style="list-style-type: none"><li>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.</li></ul>	

## 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