

## Education

**University of Michigan School of Information** | Ann Arbor, MI | 2018  
*Master of Science in Information specializing in Human Computer Interaction*

**University of Pennsylvania School of Education** | Philadelphia, PA | 2016  
*Master of Science in Education in Intercultural Communication*

**Peking University** | China | 2014  
*Bachelor of Art in Chinese Linguistics and Literature | Minor in German*

## Experience

**UX Designer, Advance Program University of Michigan**

Ann Arbor, MI | January 2017 - Current

- Reviewed and proposed improvement plans for the information architecture and aesthetics of the current website by conducting user interviews and analyzing work flows
- Implemented the improvements by updating the front-end code

**Co-chair, I-TESOL@Penn University of Pennsylvania**

Philadelphia, PA | December 2014 - May 2016

- Designed posters and a Wordpress website to promote the organization and documented activities with photographs and videos

## Projects

**UX/UI Designer, Interactive Museum App for Smithsonian Institution**

Ann Arbor, MI | January 2017 - Current

- Conducted competitor research and user interviews to form innovative ideas of an interactive mobile app for an upcoming art exhibition
- Created storyboards and prototypes to translate the sponsors and users' needs into interactions

**UX/UI Designer, Beauty Organizer App**

Ann Arbor, MI | January 2017 - Current

- Conducted market research and user interviews to design an app that solves the problem of digitally recording one's makeup collection

**UX Researcher, in collaboration with NetEase Gaming**

Ann Arbor, MI | December 2016 - Current

- Conducted user interviews to gain insights regarding the feasibility of promoting the Chinese mobile game "Yin Yang Shi" in North America

**UX Designer, Haley Tricycles**

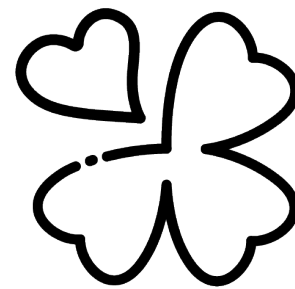
Philadelphia, PA | January 2016 - May 2016

- Used card sorting, personas, and story boards to find user pain points and conceptualized ideas for improving client's website
- Demonstrated the solutions by creating wireframes, prototypes, and mockups for the redesigned website

**Game & UI Designer, The Dragon Scrolls**

Philadelphia, PA | January 2016 - May 2016

- Designed a mobile role playing game for learning Chinese
- Created a high-fidelity prototype and presented to the class



# Wei Cai

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## Skills

### Design

Storyboarding  
Personas  
Wireframing  
Prototyping

### Research

Interviewing  
Survey Design  
Affinity Diagrams  
Usability Testing  
Heuristic Evaluation

### Software

Illustrator  
Photoshop  
InDesign  
Sketch  
InVision

### Development

HTML5  
CSS  
Python  
Javascript  
R

### Languages

Chinese  
German  
Japanese