

# WEI CAI

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## SKILLS

### Design

Storyboarding  
Persona  
Wireframing  
Prototyping  
Site Map  
Graphic Design  
Data Visualization

### Research

Interview  
Survey  
Usability Testing  
Heuristic Evaluation  
Statistical Analysis

### Software

Sketch  
Figma  
Illustrator  
InVision

### Development

HTML5/CSS  
Javascript  
Python  
R

### Languages

Chinese  
German  
Japanese

## PRESENTATIONS

### Mobile Product Design for EECS 441 Mobile App Development

University of Michigan  
Fall 2017, Winter 2018

## WORK EXPERIENCE

### CollegeVine

#### Product Designer

Cambridge, MA  
July 2018 - Present

- Researched, designed, and launched three major web app features for a college application guidance service that increased service delivery efficiency and supported cost tracking
- Onboarded, mentored, and led a new designer and ensured the success of design for a complex project
- Evolve the web app design system through close collaboration with engineers and other designers
- Conduct external and internal user research to inform and define the roadmap and mediate cross-departmental communication

### Clinc, Inc

#### UX Intern

Ann Arbor, MI  
February 2018 - April 2018

- Analyzed data from user studies, synthesized findings, and made design recommendations for conversational artificial intelligence on finance

### Teletracking Technologies, Inc

#### UX Intern

Pittsburgh, PA  
May 2017 - December 2017

- Conducted comparative research and 11 user interviews to devise a strategy for building a design system, leading to improved efficiency for design and development
- Audited the UI of 5 web applications, developed a taxonomy for the UI component library, and created modular UI components in Sketch
- Generated design ideas for web and mobile applications with both high-fidelity and low-fidelity prototypes

### University of Michigan Advance Program

#### UX Designer

Ann Arbor, MI  
January 2017 - August 2017

- Improved the information architecture, page layout, and aesthetics of the old website and increased the number of users by 14.12% and decreased bounce rate by 10.82%

## PROJECTS

### Apps for the Smithsonian Museums of Asian Art

#### Product Designer

Ann Arbor, MI  
January 2017 - December 2017

- Researched, designed, and launched an iOS mobile app and an iPad app to increase the interactivity of a Buddhist art exhibition and provide visitor guidance
- Created illustrations and app logos

### Musi - Foot-controlled recording device, CHI 2018 Semi-finalist

#### Product Designer

Ann Arbor, MI  
September 2017 - December 2017

- Conducted observation, interviews, cultural probe, and user tests to discover needs
- Designed, and prototyped both the physical appearance of the product and the accompanying mobile app

## EDUCATION

### University of Michigan School of Information

Master of Science in Information  
Specializing in Human Computer Interaction

Ann Arbor, MI  
2018

### University of Pennsylvania School of Education

Master of Science in Education in Intercultural Communication

Philadelphia, PA  
2016

### Peking University

Bachelor of Arts in Chinese Linguistics and Literature, Minor in German

Beijing, China  
2014