

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

- 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 Museum

Ann Arbor, MI | January 2017 - Current

- Conducted competitor research and user interviews to help the team define the product
- Created storyboards, user journey map, prototypes, and app flow chart to translate the sponsors and users' needs into interactions

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/UI Designer, Beauty Organizer App

Ann Arbor, MI | January 2017 - Current

- Designing an app that solves the problem of digitally recording one's makeup collection

UX Designer, Haley Tricycles

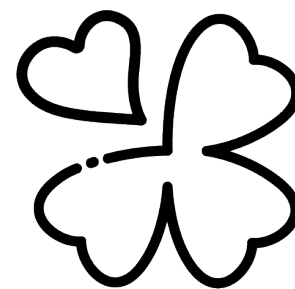
Philadelphia, PA | January 2016 - May 2016

- 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