

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

Selected 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 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, "Yin Yang Shi" game 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
Card sorting
Usability Testing
Survey Design
Affinity Mapping
Heuristic Evaluation

Software

Illustrator
Photoshop
InDesign
Sketch
InVision

Programming

HTML/CSS
Python
Javascript
R
SQL

Languages

Chinese
German
Japanese