

Wei Cai

UX/Product Designer

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Work Experience

Teletracking Technologies, Inc.

Pittsburgh, PA

UX Intern

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

Ann Arbor, MI

UX Designer

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

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

Ann Arbor, MI

Product Designer

September 2017 - December 2017

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

Apps for the Smithsonian Museums of Asian Art

Ann Arbor, MI

Product Designer

January 2017 - December 2017

- Designed and launched an iOS mobile app and an iPad app to increase the interactivity of an upcoming Buddhist art exhibition and provide visitor guidance
- Conducted stakeholder interviews, competitor research, 21 initial user interviews, and 2 rounds of usability tests to inform the design
- Created storyboards, user journey map, screen flow, and prototypes to translate user needs and sponsor requirements into interactions
- Created illustrations and app logos

BeautyKeep - Mobile App for Organizing Beauty Products

Ann Arbor, MI

Product Designer

January 2017 - April 2017

- Researched, designed, prototyped, and tested a mobile app that helps beauty lovers track and organize beauty products

Education

University of Michigan School of Information

Ann Arbor, MI

Master of Science in Information Specializing in Human Computer Interaction 2018

University of Pennsylvania School of Education

Philadelphia, PA

Master of Science in Education in Intercultural Communication 2016

Peking University

Beijing, China

Bachelor of Arts in Chinese Linguistics and Literature, Minor in German 2014

Skills

Design

Storyboarding

Persona

Wireframing

Prototyping

Site Map

Graphic Design

Data Visualization

Research

Interview

Survey

Usability Testing

Heuristic Evaluation

Statistical Analysis

Software

Sketch

Illustrator

Photoshop

InVision

UXPin

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