

WEI CAI

Product | UX Designer

weicai.design
caiw28@gmail.com
17321448127

SKILLS

Design

Wireframing
Prototyping
Interaction design
Visual design
Information Architecture

Research

Interview
Survey
Usability Testing
Heuristic Evaluation

Software

Figma
Sketch
Illustrator
InVision

Code

HTML5/CSS
Javascript

Languages

German
Japanese

PRESENTATIONS

Mobile Product Design

EECS 441 Mobile App
Development
University of Michigan
Fall 2017, Winter 2018

WORK EXPERIENCE

CollegeVine | Senior Product Designer

Apr 2019 - Jan 2022

Product Designer

Jul 2018 - Apr 2019

- Designed a web-based SaaS platform that offers college admissions guidance, which reached 550k accounts and an 8-week retention rate of 25% in 2 years
- Conducted user research to inform the roadmap and advocate for user needs
- Evolved the design component library
- Onboarded and mentored four new designers
- Designed internal software that increased stakeholder work efficiency

Clinic, Inc | UX Intern

Feb 2018 - Apr 2018

- Conducted user research to inform the design of a conversational AI in fin-tech

TeleTracking | UX Intern

May 2017 - Dec 2017

- Conducted comparative research and 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 apps, developed a taxonomy for a UI component library, and created modular UI components in Sketch
- Prototyped UX improvements for both web and mobile applications

University of Michigan | UX Designer

Jan 2017 - Aug 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

Smithsonian Museums of Asian Art Apps

Jan 2017 - Dec 2017

- Designed 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

EDUCATION

University of Michigan

2016 - 2018

Master of Science in Information

Specializing in **Human Computer Interaction**

University of Pennsylvania

2014 - 2016

Master of Science in Intercultural Communication

Peking University

2010 - 2014

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