

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

Figma
Sketch
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

Senior Product Designer

Product Designer

Cambridge, MA, US

Apr 2019 - Jan 2022

Jul 2018 - Apr 2019

- Researched, designed, and helped launch an online platform that helps high-school students match with colleges and evaluate chances of admission, which reached 550k accounts and an 8-week retention rate of 25% in 2 years
- Evolved the interface and design system of the platform through close collaboration with engineers and other designers
- Onboarded and mentored four new designers to ensure team efficiency and build better design team culture
- Conducted user research to inform the roadmap and advocate for user needs in the organization
- Designed three major web app features that increased service delivery efficiency and supported cost tracking for a college application service

Clinic, 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

EDUCATION

University of Michigan School of Information

Master of Science in Information

Ann Arbor, MI

2018

Specializing in Human Computer Interaction

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