

# WEI CAI

UX/Product Designer

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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

Sketch  
Illustrator  
Photoshop  
InVision  
Balsamiq

### 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

### Clinic, Inc UX Intern

Ann Arbor, MI  
February 2018 - Present

- Analyze data from user studies, synthesize findings, and make design recommendations for conversational artificial intelligence on finance
- Create UX deliverables to demonstrate design ideas and influence product road map

### 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

### Musi - Foot-controlled recording device, CHI 2018 Semi-finalist Product Designer

Ann Arbor, MI  
September 2017 - December 2017

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

### Apps for the Smithsonian Museums of Asian Art Product Designer

Ann Arbor, MI  
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 Product Designer

Ann Arbor, MI  
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 Master of Science in Information Specializing in Human Computer Interaction

Ann Arbor, MI  
2018

### 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