WEI CAI

http://weicai.design
caiw28@gmail.com
(267)-408-8678

SKILLS

Design
Storyboarding
Persona
Wireframing
Prototyping
Site Map
Graphic Design
Data Visulization

Research
Interview
Survey
Usability Testing
Heuristic Evaluation
Statistical Analysis

Software
Sketch
Figma
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   Cambridge, MA
Product Designer   July 2018 - Present
- Researched, designed, and launched three major web app features for a college application guidance service that increased service delivery efficiency and supported cost tracking
- Onboarded, mentored, and led a new designer and ensured the success of design for a complex project
- Evolve the web app design system through close collaboration with engineers and other designers
- Conduct external and internal user research to inform and define the roadmap and mediate cross-departmental communication

Clinc, Inc   Ann Arbor, MI
UX Intern   February 2018 - April 2018
- Analyzed data from user studies, synthesized findings, and made design recommendations for conversational artificial intelligence on finance

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

Apps for the Smithsonian Museums of Asian Art   Ann Arbor, MI
Product Designer   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

Musi - Foot-controlled recording device, CHI 2018 Semi-finalist   Ann Arbor, MI
Product Designer   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

EDUCATION

University of Michigan School of Information   Ann Arbor, MI
Master of Science in Information   2018
Specializing in Human Computer Interaction

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