WEI CAI

Product | UX Designer

http://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　　US | Apr 2019 - Jan 2022
Product Designer　　Jul 2018 - Apr 2019

- Worked in a highly Agile environment and owned every part of the design process from initial concept to successful implementation
- Designed and iterated on 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 gather market and customer requirements
- Evolved the design component library
- Onboarded and mentored four new designers
- Designed internal software that increased stakeholder work efficiency

Clinc, Inc | UX Intern　　US | Feb 2018 - Apr 2018

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

TeleTracking | UX Intern　　US | 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　　US | 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　　US | 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　　US | 2016 – 2018
Master of Science in Information
Specializing in **Human Computer Interaction**

University of Pennsylvania　　US | 2014 – 2016
Master of Science in Intercultural Communication

Peking University　　Beijing | 2010 – 2014
Bachelor of Arts in Chinese Linguistics and Literature, Minor in German