

# Wei Cai

UX/Product designer

<http://weicai-ux.com>

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## Work Experience

### 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

- 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

### Musi - Foot-controlled recording device for classical musicians

Ann Arbor, MI

#### Product Designer

September 2017 - December 2017

- Researched, designed, and prototyped both the physical appearance of the product and the accompanying mobile app

### Gale Researcher - Web research platform for students

Ann Arbor, MI

#### UX Researcher

January 2017 - April 2017

- Evaluated the usability of the product with interaction map, comparative analysis, interviews, survey, usability test, and heuristic evaluation

## Education

### University of Michigan School of Information

Ann Arbor, MI

Master of Science in Information Specializing in Human Computer Interaction

2018

### 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

## 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

UXPin

### Development

HTML5/CSS

Javascript

Python

R

### Languages

Chinese

German

Japanese

## Interests

2D/3D Illustration

Virtual Reality

Educational Technology

Internet of Things