WEI FANG

(H1B visa holder)

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412.915.5356

SKILLS

User research, Data analysis, Interaction design, Usability test, Prototyping, Front end development, Project management, Scrum

TOOLS

Balsamiq, Axure, Sketch, Framer.js, Adobe Illustrator, Adobe Indesign, HTML, CSS, Sass, Javascript, React+Redux, Web Components, LaTeX, Java, SQL, R, SPSS, Web3.js, Arduino

EDUCATION

M. in Human Computer Interaction

Carnegie Mellon University, 08/2016

B.S. in Psychology

Tsinghua University, 07/2013

EXPERIENCE

Creative Technologist

Pearson Education., 10/2017-Current

- Worked on various digital learning products. Collaborated in user research, design ideation and exploration. Conducted UX audit and technical review on product design. Built production ready prototypes, and created and maintained components library for product development in React.js and web components.

Web Designer/Developer

EZ Moto Inc., 12/2016-09/2017

- Consolidated user requirements; designed, and developed the company website.

User Research Lead/Project Manager

CMU MHCI Capstone Project with PNC Bank, 01/2016-07/2016

- Researched, designed and developed prototypes of an end-to-end application, and redesigned the workflow for corporate card onboarding process. Our proposed solution gets included into PNC's roadmap and is slated for implementation.

Product Designer/Project Manager

NetEase Youdao Information Technology (Beijing) Co., Ltd., 05/2014-05/2015

- Worked on an extension of browsers with over 50 million users, featuring price tracking, price comparison and personalized recommendation, etc;
- Analyzed user needs, prioritized features development, designed prototypes and managed the product development with Scrum;
- Initiated, designed and managed the development of a new feature of "socialized shopping list", achieving 19% 7-day user retention rate, and 5% conversion rate.

User Researcher

NetEase Youdao Information Technology (Beijing) Co., Ltd., 06/2012-05/2014

- Worked on location-based service, e-commerce and educational technology;
- Conducted various kinds of user researches across the products lifecycle. And coordinated with different teams to employ research findings into products;
- Initiated and accomplished a project to classify users of our online shopping products into five types with primary research and backend data.

AWARDS

Employee of the Quarter(2.5%)

NetEase Youdao, 12/2014

Top Ten Projects, Choice Award

Youdao Innovation Lab, 09/2014

Full Scholarship (10% , $1600)

Summer Program, NUS, 07/2013

Annual Top Scholarship (5% , $1300)

Tsinghua University, 10/2011