

Tina Cai

UX DESIGNER

CONTACT

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ABOUT

I am a UX designer with experience in user research and web development. In my previous roles, I have practiced strong communication, balancing business and customer needs, and designing solutions within multidisciplinary teams. I enjoy working on projects from concept to completion and am committed to tackling tough problems using design-thinking.

SKILLS

- Competitive Analysis
- User Research
- Persona Development
- User Journeys
- Information Architecture
- Sketching / Wireframing
- Rapid Prototyping
- Storyboarding
- Usability Testing
- Visual Design
- HTML / CSS / JavaScript

TOOLS

- Figma
- Sketch
- Adobe XD
- PhotoShop
- Miro
- Marvel
- InVision

PROJECTS

- **Zhen's Appliance Service | Responsive Web App** Jan 2022 - Present
 - Communicated with the client to understand business goals and audited existing site content to formulate ideas for new website direction.
 - Conducted research to assess customer goals and priorities concerning the client's service, resulting in a customer-based site architecture.
 - Iterated on existing low fidelity wireframes based on research and client feedback, leading to improved wireframes for usability testing.
- **Payd | Mobile E-Wallet App** Jun 2021 - Nov 2021
tinacai.me/payd.html
 - Designed an app that compiled e-wallet customer goals into one platform, reducing the need for multiple financial apps.
 - Researched existing financial apps and interviewed e-wallet customers to understand their needs, leading to personas and user flows that represented app target customers.
 - Tested the app prototype with end-users to iterate on 30+ wireframes, resulting in a comprehensive solution to an all-in-one e-wallet app.
- **Lingually | Mobile Language App** May 2021 - Jun 2021
tinacai.me/lingually.html
 - Designed a language app to motivate customers to practice languages based on their schedules, resulting in a versatile educational tool.
 - Created a prototype based on customer research and a persona, then assessed the prototype by performing usability tests on app functionality with end-users, leading to improved wireframes.

EXPERIENCE

- **Electrical Engineer** Jan 2020 - Apr 2021
Arup
 - Designed building power systems based on client needs, producing electrical power and lighting plans for 13 building projects.
 - Collaborated with project stakeholders to complete 100+ design deliverables on time and move projects to the next design stage.
- **Electrical Engineering Intern** Jun 2019 - Sep 2019
Katerra
 - Designed power and lighting plans for a multi-family residential project consisting of three apartment buildings.
 - Coordinated with internal architects and project members to modify project design drawings based on owner needs, resulting in a design package of 80+ code compliant drawings.

EDUCATION

- **User Experience Design Immersion Certificate** May 2021 - Jan 2022
CareerFoundry
Front-End Specialization
- **B.S. Electrical and Computer Engineering** Sep 2015 - Jun 2019
University of Washington Seattle
Power Design Concentration