



Contact

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Education

Sep 2023 – Aug 2025
MSc. Design for Interaction, Delft University of Technology

Sep 2019 – Jul 2023
Bachelor of Industrial Design, Tongji University, China

Skillset

Research & Strategy
Interviews, Surveys, Journey Mapping, User Testing, Eye-Tracking, Experiment Design

Design & Prototyping
Figma, Unity, Blender, PS, Ai, AE, AI-assisted coding (Python, C#)

Key Interests
Human-AI Interaction, Systems Thinking, Driver UX, Inclusive Design

Xuerong Cai

<https://xuerongcai.figma.site/>

UX Designer & Researcher |
TU Delft MSc | Experience at TomTom

 Delft, NL

A TU Delft Master's student blending **cognitive science** with interaction design. I specialize in using mixed-method research and AI-driven prototyping to create **intuitive experiences** in complex domains like automotive and human-AI systems.

Work Experience

Mar 2025 - Present

TomTom, Amsterdam, NL

HMI Research Intern (Thesis)

Designed a driving simulation to study navigation errors and cognitive load.

- **Driving simulation research:** Built Unity-based 3D driving tasks and collected eye-tracking & behavioral data. Ran a controlled experiment (n = 40) to analyze wrong turns and driver distraction.
- **Data Analysis:** Synthesized findings into design guidelines aimed at reducing missed turns and improving driver safety in next-gen navigation UIs.
- **Toolset:** Unity, Pupil Lab, Python for mixed-method analysis.

Sep 2024 - Feb 2025

TomTom, Amsterdam, NL

B2B UX Design Intern

Enhanced internal tools and enterprise solutions through UX research and design.

- **AI prototyping:** Coded and presented a proof-of-concept that turns meeting transcripts into traceable Confluence records, streamlining project documentation.
- **Usability-driven UI redesign:** Ran testing sessions to inform data visualization redesign in the issue tracker, improving workflow clarity and efficiency for map editors.
- **B2B dashboard design:** Co-developed a customer feedback dashboard for B2B clients together with product and engineering, ensuring shared metrics and visibility.

Sep 2024 - Feb 2025

Flight Case to Japan (Industry Collaboration)

Interaction Designer

In a multi-disciplinary team setting, I facilitated design discussions and presented concepts to corporate partners, translating user research into tangible solutions.

- **Sony** (Consumer Electronics): Led competitor & user analysis to position new headphone line for fitness, therapy and nostalgia communities.
- **NHK Spring** (Automotive): Translated ergonomic research into three smart-seat concepts that monitor fatigue and adapt lumbar support.
- **SEKISUI** (Wellness Housing): Proposed IoT app and modular wellness housing to combat loneliness and promote well-being among older adults.