

# Xuerong CAI

UX Designer & Researcher

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

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A TU Delft MSc graduate with a passion for simplifying complex human-computer interactions. I combine mixed-methods research with hands-on prototyping (Unity, Python, AI) to translate user insights into intuitive and impactful digital experiences.

## Education

Sep 2023 – Aug 2025  
MSc. Design for Interaction,  
Delft University of Technology,  
Cum Laude, GPA: 8.72/10

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

## Skills

Design & Prototyping  
Figma, Unity, AI tools, Visual  
Design, Interface Design

Research & Strategy  
Usability Testing, Interviews,  
Concept & Strategy Design,  
Quantitative/Qualitative  
Research

Languages  
Dutch (A1), Mandarin (Native)  
English (Professional)

## Hobbies

Street photography, Cult and  
arthouse cinema, Baking  
cake, Swimming, Hiking

## Experience

### TomTom

#### B2B UX Design & Research Intern

Amsterdam, NL

Sep 2024 - Aug 2025

#### AI-Powered Documentation Agent for Team Alignment

Faced with growing cross-team misalignment, I independently researched and developed an AI tool to automate inconsistent documentation practices.

- Research & Opportunity Scoping:** Investigated team workflows and attitudes on AI, defining the core user need for an accessible, centralized, and evolving record of decisions.
- Concept & Technical Validation:** Designed a multi-agent AI system that works within existing collaboration tools and prototyped its core logic in Python to transform scattered conversations into a traceable, context-aware decision log.
- Strategic Impact:** Presented the concept at a company-wide summit; leading to its inclusion in the strategic roadmap for future enterprise tools.

#### Dashboard Redesign to Optimize Technical Workflows

Map editors struggled with a inefficient, multi-platform system for tracking tasks. I led the research and redesign of their primary dashboard to reduce user friction.

- Deep Workflow Analysis:** Interviewed map editors to understand their end-to-end process, identifying key pain points in task prioritization and visibility.
- Collaborative UI Development:** Collaborated with engineers on iterative UI sketches, creating a clear visual hierarchy that guided users through complex tasks and data analysis.
- Improved Efficiency:** User tests with the new design showed a 20% reduction in time on viewing tasks by centralizing information and clarifying action items.

### De'Longhi

#### UX Research & Design (University Project)

Delft, NL

Feb 2024 - Jun 2024

#### Smart AC Product System Redesign

In a team of four, I led the user research and UI design to resolve user frustration on a multi-interface smart AC and provide consistent experience.

- Identifying Core Problems:** Conducted user testing and analyzed consumer feedback to uncover deep systemic issues, framing the problem as one of broken interplay, not bad features.
- Concept & Validation:** Designed and validated a new interaction hierarchy through iterative prototyping, simplifying the main feature into an intuitive, one-touch "Comfy Mode."
- Quantified Usability Gains:** Validation testing showed a 35% improvement in user satisfaction scores for system communication and control, resolving the critical pain points identified in initial research.