



# Xuerong CAI

<https://xcai2025.figma.site/>

UX Designer & Researcher

📍 Maarssen, NL

Passionate about designing complex enterprise systems and creating intuitive experiences for **B2B users**. I specialize in information architecture, workflow design, and technical implementation, with hands-on experience using various programming languages for **prototyping and development**.

## Work Experience

Sep 2024 - Feb 2025

**TomTom, Amsterdam, NL**

B2B UX Design Intern

Applied user-centered design principles to enhance internal enterprise tools and workflow optimization.

- **AI-Powered Workflow Innovation:** Designed and built a functional AI system using Python and OpenAI API that transforms meeting transcripts into structured knowledge logs, streamlining team collaboration processes.
- **Internal Product UX Design:** Conducted user research and created workflow maps for internal issue tracking systems, identifying pain points and designing improved UX by optimizing information architecture.

Mar 2025 - Aug 2025

**TomTom, Amsterdam, NL**

HMI Research Intern (Thesis)

Leading comprehensive research to understand cognitive processes in complex navigation systems through experimental design and data analysis.

- **Research Design & Execution:** Designed and conducted a controlled experiment (n=40) using a custom-built Unity driving simulator to study user behavior and cognitive load in navigation systems.
- **Data Analysis:** Collected both quantitative behavioral data (wrong turns, reaction times) and qualitative data (eye-tracking, think-aloud protocols), analyzed using Python and SPSS
- **Generated Actionable Insights:** Synthesized research findings into evidence-based design guidelines presented to the product team, demonstrating ability to translate research into actionable insights.

Mar - Jun 2024

**De'Longhi - AC Interfaces Redesign**

University Project

Led the redesign of a fragmented smart air conditioner ecosystem, focusing on creating a cohesive and intuitive mobile app and smart remote experience.

- **User Research & Synthesis:** Conducted cognitive walkthroughs and user testing to identify core usability failures in the existing multi-interface system.
- **Prototyping & UI Design:** Designed and prototyped a new mobile app interface in Figma, focusing on a clear information hierarchy and intuitive controls. This included creating distinct visual states to ensure clear communication with the user.
- **Systems Thinking:** Transformed a confusing set of features into a simple "Comfy Mode," making the product's core value obvious and accessible on the mobile app and a redesigned physical remote.

## 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  
Workshop facilitation, Interviews,  
Journey Mapping, User Testing,  
Experiment Design

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

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