Xuerong CAI

UX Designer & Researcher

My Portfolio

https://xuerongcai.figma.site/

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.

Contact

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(Dutch residence & Work permit)

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Education

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

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

Skillset

Research & Strategy
Usability Testing, User Interviews, Journey Mapping, Eye-Tracking

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

Hobbies

Photography, Movies, Swimming, Hiking

Work Experience

Sep 2024 - Feb 2025

TomTom, B2B UX Design Intern
Amsterdam, NL

Applied user-centered design principles to enhance internal enterprise tools and optimize workflows for specialized teams.

- **Usability-driven UI redesign:** Ran user testing sessions with map editors to inform the redesign of an issue tracker's data visualization, improving workflow clarity.
- **AI Prototyping:** Identified collaboration bottlenecks and developed a proof-of-concept using Python and the OpenAI API to automate a tedious documentation workflow, demonstrating a proactive approach to solving user problems.

Mar - Jun 2024

De'Longhi, UI 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, intuitive controls and effective communication to the users.
- **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.

Mar 2025 - Aug 2025

TomTom, HMI Research Intern
Amsterdam, NL

Led comprehensive research to understand user cognitive processes in a complex navigation system, delivering data to inform the HMI product roadmap.

- **Research Design & Execution:** Designed and executed a controlled experiment (n=40) using a custom-built Unity driving simulator to study user behavior and cognitive load.
- **Multimodal Data Analysis:** Collected and analyzed quantitative data (behavioral metrics, eye-tracking) and qualitative data (think-aloud protocols) using Python and SPSS.
- **Generated Actionable Insights:** Synthesized research findings into a set of evidence-based design guidelines to improve driver safety, which were presented to the product team.