Xuerong CAI

UX Designer & Researcher

Maarssen, NL

uxcaidesign@gmail.com

Portfolio / LinkedIn

Experience

TomTom
Amsterdam, NL

B2B UX Design & Research Intern
Sep 2024 - Aug 2025

AI-Powered Documentation Tool 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 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
Delft, NL

UX Research & Design (University Project)
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.

Education

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

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

Skills

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

Research & Strategy
Usability testing, Interviews, Quantitative/Qualitative research, Workshop facilitation

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

Hobbies

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