

# Nicole Wei

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## Education

### Washington University in St. Louis

Sam Fox School of Design & Visual Arts  
Candidate for BFA in Communication Design, 2027  
Minor in Human Computer Interaction  
GPA 3.94 / 4.0

## Activities

### Gender Violence Database St. Louis, MO

*UI / UX Designer*, October 2025 - Present

Redesigning the project website to clarify purpose and improve data navigation. Conducting user research studies to inform information architecture and visual design decisions.

### RSQ Highway St. Louis, MO

*Project Initiator & UI / UX Designer*,  
September 2023 - December 2023

Founded a research project to design a visual legal database on wildlife conservation in China under the supervision of Princeton researcher Dan Liang. Partnered with 10+ global conservation scholars and citizen scientists from BRC Guangxi to conduct user interviews and research.

### Aranya Theater Festival Beidaihe, China

*On-site Artist & Group Leader*, May - June 2023

Led a team of six and local builders to construct "Cradle to the Grave", a mixed media outdoor installation designed for coastal durability for the 2023 "Migratory Birds 300" exhibition (top 8% of submissions). The project was featured in the festival's highlight reel and recognized by curators.

## Award

### 2nd Place, BeWater Annual Web3 Hackathon

*UI / UX Designer*, San Francisco, CA, May 2023

Worked with full-stack developers to ship an NFT-based AI model training and distribution platform MVP under a 2-week timeline. Project secured 2nd place in NFT track and a \$5k grant.

## Skills

Figma, Adobe Suite (Photoshop, Illustrator, Indesign, Premiere), Final Cut Pro, Procreate  
Processing / p5.js, HTML, CSS, Javascript  
Blender, Shapr3D, Touch Designer

## Experience

### X Academy Shanghai, China

*Teaching Assistant*, July 2024 – August 2025

Taught introductory workshops on user-centered design and Figma fundamentals, leading hands-on sessions in wireframing and high-fidelity prototyping. Mentored hackathon teams on web design and development, contributing to 1st place Humanities and Design Track wins for creativity and execution.

### DePHY Mountain View, CA

*Design Lead*, January 2024 – June 2024

Worked with founders and developers to craft DePHY's landing page, branding, and public-event materials, ensuring consistency with product strategy and visual standards. Designed and prototyped industrial-grade hardware—including crypto mining devices and a smart plug for a partner firm—and coordinated with overseas factories to optimize production. Developed user-friendly packaging and manuals emphasizing clarity and elegance.

### Dino Labs Palo Alto, CA

*Co-Founder & UI / UX Designer*,  
January 2023 – December 2023

Worked with full-stack developers to design responsive, high-fidelity prototypes, design systems, and branding for multiple iterations of event platform dino.live, driving 5K+ visits and 1K+ user sign-ups in the first month. Created promotional assets for events at Stanford Blockchain Conference and NFT NYC 2023, boosting social engagement by 3K+ followers. Contributed to investor pitches that secured \$100K in grants from MiraclePlus (formerly YC China).