

# Weiwei Zhang

Active looking for roles in product design, UI/UX design

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## EXPERIENCE

### **R2.AI Inc, US** — Lead Product Designer, UI/UX

July, 2016 - Feb. 2018

- Designing the whole UI/UX design of the big data analysis application(in Beta).
- Designed and tested from lo-fi prototype, wireframes to pixel-perfect mockups.
- Designed and optimized the team workflow for more efficient product shipping.

### **VINAYA, UK** —UI and UX Designer

February, 2015 - July, 2015

- Lead the user testings on the iOS prototype to provide actionable insights.
- Collaboratively design and test the haptic vibrations for the smart jewelry.

### **Tagpen, US** —Lead UI/UX Designer

June, 2013 - Dec. 2013

- Designed lo-fi prototype, wireframes and user interface for the Android App.
- Assisted developers by providing design guidelines and assets.

## PROJECTS

### **Mr.One Application** — Making big data analysis accessible and

understandable August, 2016 - Current

- Conducted focus groups with data scientists and stakeholders to gather requirements.
- Prototyping, designing, and testing iteratively with an user-centered approach.
- Collaboratively and constantly improved the product's flow and structure.
- Proudly helped the startup raised 2M seed funding.

### **Remote Usability Testing** — Cost effective way to get actionable insights

from potential customers April, 2017- May, 2017

- Lead a team of colleagues of different disciplines to form test assumptions.
- Conducted cognitive walkthrough to get task flows.
- Planned, managed and conducted remote usability testings with 5 participants.
- Analyzed and summarized findings into actionable design insights.

## EDUCATION

### **University College London, London** — M.Sc of ICT Innovation in Human

Computer Interaction and Design September, 2014 - September, 2015

### **Royal Institute of Technology, Stockholm** — M.Sc of Human Computer

Interaction and Design September, 2013 - July, 2014

### **EIT Digital Master School**— M.Sc in Human Computer Interaction and

Design with a minor in Entrepreneurship September, 2013 - September, 2015

Full scholarship for excellent students. (Top 2%)

## SKILLS

### **Design Method**

Wireframing  
Lo-fi / Hi-fi Prototyping  
Persona  
Scenario/Storyboard

### **User Research**

Heuristic Evaluation  
Cognitive Walkthrough  
Usability Testing  
(Remote, Lab, Guerrilla)  
Affinity Diagram  
Card Sorting  
Cooperative Evaluation

### **Tool**

Sketch, Figma, Zeplin  
Photoshop,  
Marvel, InVision

### **Front-end**

Html/CSS  
Javascript

## LANGUAGES

English (working fluent)  
Mandarin(native)