:) Weiwei Zhang

Product designer who loves data and animals

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EXPERIENCE

Lead Product Designer, UI/UX - R2.AI Inc, US
July. 2016 - Feb. 2018

- Designed the whole UI/UX of Mr.One, 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.

UI and UX Design Intern - VINAYA, UK
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.

PROJECTS

Mr.One Application — Making big data analysis accessible and understandable   August. 2016 - Feb 2018

- Conducted focus groups with 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.

Roomie iOS App — Providing smooth room and roommate searching experience March 2018

- Conducted interviews to distill user pains in the roommate searching journey.
- Designed the structure, lo-fi and hi-fi wireframes through participatory design.
- Defined atomic visual elements and illustrations to create a cohesive style.
- Created prototypes and conduct user testings to constantly improve the App.

EDUCATION

M.Sc in Human Computer Interaction and Design (HCID)
University College London, London   September. 2014 - September. 2015

M.Sc in Human Computer Interaction and Design
Royal Institute of Technology, Stockholm   September. 2013 - July. 2014

Joint M.Sc in HCID with a minor in Entrepreneurship
EIT Digital Master School   September. 2013 - September. 2015
Full scholarship for excellent students. (Top 2%)

B.Eng. in Computer Science, Network Engineering Track
B.A. in Art and Design
Sun Yat-sen University, Guangzhou September. 2008 - July. 2012
Scholarship for outstanding students (Top 10)

SKILLS

Design
Scenario/Storyboard
Wireframing
User Flow
Information Architecture
Lo-fi / Hi-fi Prototyping

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

Tool
Sketch, Figma, Zeplin
Photoshop,
Marvel, InVision

Front-end
Html/CSS
Javascript

LANGUAGES
English (working fluent)
Mandarin(native)