

NINA (Zhuxiaona) WEI

UX Psychologist

CONTACT

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SKILLS

User Research

Interview, Focus Group
Card Sorting, Diary Study
Ethnography Study
Usability Testing, A/B Test
Experimental Design
Eye Tracking, Tobii

Design & Prototype

Sketching, Wireframes
Persona, Storyboard
Rapid Prototype
InDesign, Illustrator
Photoshop, Final Cut
Axure, Justinmind
AppInventor, Arduino

Programing & Data

C, Python, JS (basic)
Web Develop, HTML, CSS
Data Analysis, SPSS
Data Visualization, Tableau

COURSES

Design Interactive System
UI Software & Technology
Usability & User Research
Ideation, Prototyping,
User Research Studio
User-Centered Design
Data Viz, Adv in IxD

VOLUNTEERS

UX Events, IxDA Seattle
China IxD Experience Week
Volunteer Teaching in Poor
Areas in China

ADWARDS

Honor Graduate
Excellent Leadership
College Research Grant

INTERESTS

DIY, Crazy Ideas, Great
Thinkers, Future

SUMMARY

1.5 years HCI+Design project-based study, work in multidisciplinary teams
4 years psychology study, 3 years research and 2 years leadership experience
skilled in user research, user experience design, prototyping and evaluation
strong communicating and cooperating, empathetic, and fast-learning ability

EDUCATION

University of Washington

Master of Human-Computer Interaction and Design | Expected Aug 2014

Peking University

Information Product Design Graduate Summer Program | Jul 2013

Zhejiang Sci-Tech University

Bachelor of Science, Applied Psychology | Jun 2013

EXPERIENCE

UX Freelancer | Jan 2014 - present

ILOL.BIZ, examine usability problems, design website features

Co-Founder, Chinese UX Professionals in U.S. | Jan 2014 - present

manage a UX professionals platform for 150+ Chinese UXers, organize UX events, encourage learnings and communications and UX skills sharing; also managed a UX translation group, sharing excellent UX stories and insights

Research Assistant | Oct 2009 - Aug 2013

Engineering Psychology Lab, Chinese Academy of Sciences | Jul 13 - Aug 13
assisted in attention and working memory researches; conducted secondary research, modified and performed experiments

User Experience Research Lab, Zhejiang Sci-Tech University | Oct 09 - Jun 12

assisted in cognitive, social psychology and usability industry projects;
conducted user research, designed and performed experiments, analyzed data

President of Student Association | Sep 2012 - Jun 2013

the Best 4 (in 20) Association Award, Managed 5 depts and 8 clubs,
organized various events, designed posters and brochures

SELECTED PROJECTS

Farmhand, 2014 Microsoft Design Expo | Jan 2014 - Mar 2014

contributed mainly to idea generation, secondary research, expert interview,
existing concepts analysis and video prototype, minorly to UI design

Waggit, an app for dog owners and walkers | Sep 2013 - Dec 2011

designed a mobile app, contributed to the whole design process, ideation,
sketching, user research, Lo-Fi & Hi-Fi prototype, and design specification

Famissy, a parent-child private sharing app | Jul 2013 - Jul 2011

designed an app for family communication, worked on user research, interaction
design, documentation, and presented in front of industry sponsors

PUBLICATION

Yan Zheng, Zhuxiaona Wei, Liezhong Ge. (2013). College Students' Sex-Role
Concept and Its Factors. *Chinese Journal of Applied Psychology*, 19(4), 339-347.