CURRICULUM VITAE

Nina Zhuxiaona Wei 魏祝晓娜

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EDUCATION

Master of Human-Computer Interaction & Design GPA 3.76   2013 - 2014
University of Washington (UW), Seattle, WA

B.S. of Applied Psychology Major GPA 3.73, Rank 3/31   2009 - 2013
Zhejiang Sci-Tech University (ZSTU), Hangzhou, China

WORK EXPERIENCE

Co-Founder, Head of Product and Design   2018 - present
Qokka Inc, Mountain View, CA
- Responsible for all things product and design, led a small team of developers and designers building **AI / NLP (Topic Modelling)** powered products from zero;
- Helped raised ~ $1M pre-seed funding, assisted in customer acquisition, business development, sales, and marketing;
- Offered product and design services to startup founders in the community.

Product Manager & Designer   2017 - 2018
DeepLearning.AI / AI Fund, Palo Alto, CA
- Led a small team of engineers, experts, incubated **a chatbot to help people with obesity or eating disorders have better relationships with food**;
- Provided advisory services to other projects such as Landing AI and Workera;
- Organized community events such as chatbot startup CEO roundtable.

Designer & Researcher   2016 - 2017
Silicon Valley Artificial Intelligence Lab, Baidu Research, Sunnyvale, CA
- Solo designer in the lab, responsible for designing and building AI-powered products from the ground up, launched TalkType Voice Keyboard, acquired 100K organic users in a few months, launched SwiftScribe transcribe software;
- Led the exploration and evaluation of a **Talking Toy** business idea;
- Initiated a research study on design heuristics and guidelines for conversational agents and published a paper on IEEE;
- Assisted in other **Speech / NLP** projects, such as multimodal smart speakers.

Designer & Researcher   2014 - 2016
Ilol.biz, PanoTagg, Quirky, Sourcebits, Matrix Partners, Whitespace, Junior.io
- Provide design and research services to various startups, agencies, and ventures.

RESEARCH EXPERIENCE

Summer Research Assistant, Stanford University   2020
Pervasive Wellbeing Technology Lab
Supervisor: Dr. Paredes, Clinical Assistant Professor, Psychiatry & Behavioral Sciences
- Advised Stanford students on software design, survey design, and pilot studies;
- Assisted in NIH grant proposals and manuscript preparations **on AI-assisted mental health interventions.**

Research Lead, Baidu Research   2017
Silicon Valley Artificial Intelligence Lab
Supervisor: Dr. Landay, Professor, Computer Science, Stanford University
- **Initiated and conceptualized a research project on speech-based conversational agents**, led a small team of researchers (both in the U.S. and in China) on everything from the literature review, experimental design, participant recruiting to data analysis, manuscript preparations, presentations, and paper rebuttals;
- **Published a paper on IEEE Pervasive Computing as the first author.**

Summer Research Assistant, Chinese Academy of Sciences   2012
Engineering Psychology and Human Factors Lab
Supervisor: Dr. Du, Professor
- Modified, improved E-Prime experiments, and facilitated hundreds of experiments, collected and analyzed data for Attention Blink (EyeLink), Attention Capture & Working Memory (Tobii), and Workload & Time perception (Physiological Polygraph);
- Researched extensive literature on Human Factors in the recent five years.

Research Assistant, ZSTU
Human Factors and User Experience Lab   2009 - 2013
Supervisor: Dr. Ge, Professor, Zhejiang University
- Assisted professors and graduate students in various cognitive and engineering psychology research projects supported by national grants;
- Recruited thousands of participants, ran hundreds of experiments, programmed experiments, collected and analyzed data, prepared manuscripts;
- Attended multiple lab meetings, provided feedback on research proposals and papers, presented individually as the only undergrad in the room;
- Initiated and led college students on numerous research projects supported by Young Fellow Research Grant at the university.

PUBLICATIONS

Wei, Z., & Landay, J. A. (2018). Evaluating Speech-Based Smart Devices Using New Usability Heuristics. *IEEE Pervasive Computing, 17*(2), 84-96. DOI: 10.1109/MPRV.2018.022511249

Wei, Z. (2017). So You Want To Be An AI Designer?. *ACM interactions, 24*(4), 44-49. DOI: 10.1145/3106743

Zheng Y., **Wei, Z.**, Ge, L. (2013). College Students' Sex-Role Concept and Its Factors. *Chinese Journal of Applied Psychology, 19*(4).

Zhu, Y., & **Wei, Z.** (2011). A Study on College Students' Mobile Phone Addiction Behaviors. *Journal of Zhejiang Sci-Tech University*.

Jin, X., Xu, H., Zhen.Y., Huang, F., Zhu, R., & **Wei, Z.** (2011). A Study on the Current Situation of College Student Startups - Taking 147 startups funded by the government as an example. *Pioneering with Science and Technology Monthly, 18*, 24–26.

ARTICLES

Wei, Z. (2017). How can I help? - A Look Into Mental Health Startups. *Healthcare in America*. Retrieved from https://healthcareinamerica.us/how-can-i-help-a-look-into-mental-health-startups

Wei, Z. (2017). This is the 25 Day Life of Lunabot. *Chatbots Life*. Retrieved from https://chatbotslife.com/this-is-the-25-day-life-of-lunabot

Wei, Z. (2017). Voice, It's Just the Beginning. *Muzli - Design Inspiration*. Retrieved from https://medium.muz.li/voice-its-just-the-beginning-9e40832073e3

PATENTS

Wei, Z. (2018). Display Screen or Portion Thereof With Graphical User Interface. *USD812635S1, USD815110S1, USD817337S1*. U.S. Patent and Trademark Office.

Wei, Z., et al. (2018). Systems and Methods for Improved User Interface. *US10481863B2*. U.S. Patent and Trademark Office.

CLINICAL EXPERIENCE

Suicide and Crisis Counselor   2020 - present
Suicide and Crisis Hotline & Emergency Department Patient Outreach Program
County of Santa Clara Behavioral Health Services
- Provide suicide assessment and intervention to hotline callers (200+ hours);
- Provide face-to-face counseling and support to patients at Emergency Room, help develop safety plans, and make follow-up calls.

Grief Counselor   2020 - present
Center for Living with Dying, Bill Wilson Center
- Provide group and individual grief counseling to teachers, students, and first responders, suicide survivors.

Domestic Violence Counselor   2020 - present
AACI Asian Women's Home
- Provide mental health support to domestic violence victims;
- Facilitate clinicians on various tasks, bilingual mental health resources, etc.

SELECTED SKILLS

Programming: HTML, CSS, Javascript, Python, Yaml
Product & Design: Product strategies, product management, project management, user research, data analysis, UX design, rapid prototyping, user testing, visual design

HONORS, GRANTS, & SCHOLARSHIPS

Honor Graduate	2013
Young Fellow Research Grant	2010 - 2012
Excellent Leadership	2010 - 2012
Excellent Social Work Scholarship	2010 - 2012
National Scholarship	2009 - 2012

COMMUNITY SERVICES

Volunteer at many products, design, AI organizations, and startup conferences	2013 - present
Startup Mentor, Alley Tech for Good Accelerator	2020
President, Student Association Union of School of Sciences, ZSTU	2011 - 2012
Vice President, Public Relations, Student Council, ZSTU	2010 - 2011
Volunteer Teacher for Students in Rural Areas, Zhejiang, China	2011