

CURRICULUM VITAE

Nina Zhuxiaona Wei 魏祝晓娜

weizhuxiaona@gmail.com | 206.295.0500 | weizhuxiaona.github.io

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

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](https://doi.org/10.1109/MPRV.2018.022511249)
- 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). So You Want To Be An AI Designer?. *ACM interactions*, 24(4), 44-49. DOI: [10.1145/3106743](https://doi.org/10.1145/3106743)
- 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.

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.

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 due to self-harm injuries or suicide attempts, help develop safety plans, and make follow-up calls.

Grief Counselor 2020 - present

Center for Living with Dying, Bill Wilson Center

- Facilitate group grief counseling to teachers, students, and first responders;
- Provide individual grief counseling for clients (including suicide survivors) with losses and complicated grief;
- Intake and manage grief support cases, schedule meetings, and send follow-ups.

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.

CLINICAL TRAINING

Suicide and Crisis Intervention County of Santa Clara 2020

Group Counseling Me and Us Psychotherapy Groups (China) 2020

Critical Incident Stress Management Bill Wilson Center 2020

Domestic Violence Advocate AACI Asian Women's Home 2020

Mental Health First Aid County of Santa Clara 2019

SELECTED SKILLS

Software: SPSS, E-Prime, PsychoPy, R

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 product, 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