

NINA WEI

(Zhuxiaona)

UX psychologist

CONTACT

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SKILLS

User Research

Interview
Focus Group
Card Sorting
Diary Study
Ethnography Study
Usability Testing
Experimental Design
Eye Tracking
Eprime, Tobii

Design & Prototype

Sketching
Wireframes
Persona
Storyboard
Rapid Prototype
Adobe Creative Suite
Final Cut
Mockups, Axure
Justinmind
ApplInventor
Arduino

Programing & Data

HTML, CSS
C, Python, JS (basic)
Data Analysis, SPSS
DataViz, Tableau

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
- Passionate and skilled in user research, ux design, prototyping and evaluation
- Strong communicating and cooperating, empathetic, and fast-learning ability
- Actively learning and volunteering in UX events (IxDA Seattle & IxDC China)

EDUCATION

University of Washington

Master of Human-Computer Interaction and Design, expected Aug 2014

Peking University

Information Product Design Graduate Summer Program, graduated Jul 2013

Zhejiang Sci-Tech University

Bachelor of Science, Applied Psychology, graduated Jun 2013

EXPERIENCE

MHCID, Microsoft & PointB

Project Manager & UX Researcher | Mar 2014 - present

Capstone Project, "The Future of Retail", we are designing the future of retail.

ILOL.BIZ

UX Freelancer | Jan 2014 - present

Examine usability problems, design website feature

Chinese UX Professionals in U.S.

Co-Founder | Jan 2014 - present

Manage a UX professionals platform for 150+ Chinese UXers, and a UX translation group, sharing excellent UX stories and insights

Farmhand, Microsoft Design Expo 14'

UX Researcher | Jan 2014 - Mar 2014

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

Engineering Psychology Lab, Chinese Academy of Sciences

Research Assistant | Jul 2012- Aug 2013

Assisted in attention and working memory researches; conducted secondary research, modified and performed experiments

User Experience Research Lab, Zhejiang Sci-Tech University

Research Assistant | Oct 2009 - Jun 2012

Conducted cognitive, social psy and usability industry projects; worked on user research, designed and performed experiments, analyzed data

Student Association, Zhejiang Sci-Tech University

President | Sep 2012 - Jun 2013

Excellent Leadership award, the Best 4 (in 20) Association Award; Managed 5 depts and 8 clubs

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.