CURRICULUM VITAE

Nina Zhuxiaona Wei

Co-Founder, Head of Product & Design, Qokka Inc.
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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

PROFESSIONAL EXPERIENCE

Co-Founder, Head of Product & 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 / ML / NLP** powered products from zero;
- Assisted in fundraising, business development, sales and marketing

Product Manager & Designer   2017 - 2018
DeepLearning AI / AI Fund, Palo Alto, CA
Project: BellyBot, an AI coach for weight loss
Supervisor: Dr. Andrew Ng
- **Initiated and conceptualized a research project** on, led a small team of researchers (both in the U.S. and in China) on everything from literature review, experimental design, participant recruiting, to data analysis, manuscript preparations, and presentations;
- **Published a paper on IEEE Pervasive Computing as the first author**
- Led a small team of engineers, experts, incubated **a chatbot to help people with obesity or eating disorders have better relationships with food**;

Designer & Researcher   2016 - 2017
Silicon Valley Artificial Intelligence Lab, Baidu Research, Sunnyvale, CA
Project 1: TalkType Voice Keyboard
- Solo designer in the lab, responsible for designing and building AI-powered consumer products, launched TalkType Voice Keyboard, acquired 100K organic users in a few months, launched SwiftScribe Transcribe Software;

- Demoed chatbot in the Keyboard

Project 2: Talking Toy
- Led a **Talking Toy** project, assisted in **Speech, NLP / NLU / TTS** projects

Project 3: Evaluating Speech-based Conversational Agents
Supervisor: Dr. James Landay, Professor, Computer Science, Stanford University
- **Initiated and conceptualized a research project** on, led a small team of researchers (both in the U.S. and in China) on everything from literature review, experimental design, participant recruiting, to data analysis, manuscript preparations, and presentations;
- **Published a paper on IEEE Pervasive Computing as the first author**

Designer & Researcher   2013 - 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. Pablo Paredes, Clinical Assistant Professor, Psychiatry & Behavioral Sciences
Project 1: PopBots: A Suites for Conversational Agents for Stress Management
- Advised stanford students on software design, survey design, and pilot studies;
- Assisted in NIH grant proposals, and manuscripts preparations **on AI-assisted mental health interventions**
Project 2: Home Sweet Office, Reduce stress for remote workers
- Survey Covid19
- Design Chrome Extension

Summer Research Assistant @Chinese Academy of Sciences   2012
Engineering Psychology and Human Factors Lab
Supervisor: Dr. Feng Du, Professor, Chinese Academy of Sciences
- 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   2009 - 2013
Human Factors and User Research Lab
Supervisor: Dr. Liezhong 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 manuscripts, presented individually as the only undergrad in the room;
- Initiated and led teams of college students on multiple research projects supported by Young Fellow Research Grant at the university

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 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 and individual grief counseling to teachers, students, first responders, suicide survivors, and other clients;
- 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, RStudio
Programming: HTML, CSS, Javascript, Python
Product & Design: Product strategies, product management, project management, user research, data analysis, UX design, rapid prototyping, user testing, visual design

COMMUNITY SERVICES

Volunteer @Various product, design, AI organizations, 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

GRANTS, HONORS, & SCHOLARSHIPS

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

PUBLICATIONS & ARTICLES & PATENTS

1. **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
2. **Wei, Z.**, et al. (2018). Systems and Methods for Improved User Interface. *US10481863B2*. U.S. Patent and Trademark Office.
3. **Wei, Z.** (2018). Display Screen or Portion Thereof With Graphical User Interface. *USD812635S1, USD815110S1, USD817337S1*. U.S. Patent and Trademark Office.
4. **Wei, Z.** (2017). So You Want To Be An AI Designer?. *ACM interactions, 24*(4), 44-49. DOI: 10.1145/3106743
5. **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
6. **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
7. **Wei, Z.** (2017). Voice, It's Just the Beginning. *Muzli - Design Inspiration*. Retrieved from https://medium.muz.li/voice-its-just-the-beginning-9e40832073e3
8. Zheng Y., **Wei, Z.**, Ge, L. (2013). College Students' Sex-Role Concept and Its Factors. *Chinese Journal of Applied Psychology, 19*(4).
9. Zhu, Y., & **Wei, Z.** (2011). College Students' Mobile Phone Addiction Behavioral Study. *Journal of Zhejiang Sci-Tech University*.
10. 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