Nina (Zhuxiaona) Wei

talented UX Designer who embraces human nature

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A fast-minded, creative and self-directed problem solver with a deep empathy for users, an attitude of exploration and openness, a passion for emerging technology, an eye for visual aesthetics, and a knack for digging insights and simplifying interactions

I'd love to design for people's better life and the promising future!

Education

M. Human-Computer Interaction and Design University of Washington, Seattle	09/2013–09/2014

User Research, Prototyping Studio, Visual Design, User-Centerd Design, DataViz

Bsc Applied Psychology Zhejiang Sci-Tech University, China	09/2009–06/2014

Skills

UX Research

Quantitative & Qualitative Research; Ethnography Study; Usability Testing

Design & Prototyping

Sketching; Wireframes; Rapid Prototyping; Infographics; Video Editing

Tools

Photoshop, Illustrator, Indesign; Axure, Flinto; AppInventor, Ardunio; Final Cut

Development

HTML, CSS; C, Python, Javascript (basic)

Experience

UX Designer ilol.biz   01/2014–present

Spearhead major web UI re-factoring; Design elegant user-advocate solutions and features; Increased marketing sales

UX Designer University of Washington   09/2013–present

Future of Retail, Microsoft & Point B - Innovate in-store shopping experience
Trace, Physical Computing Lab - Handled wearable design and prototyping
Traffic Simulator, UCI Design - Translated client needs into intuitive interactions
Waggit - Bridge dog owners and walkers, Directed research, prototyping and visual design

Co-Founder Chinese UX Professionals in U.S.   01/2014–present

Initiated and manage a 200+ Chinese UXers professional group

Reseach Assistant Human Factors & User Experience Lab   10/2009–08/2013

Directed cognitive and social psychology research projects;
Promoted successful eyetracking and behavioral experiments;
Excavated insights from thousands of complex data

Volunteer   06/2013–present

Hive Conference, AIGA & IxDA events, IxDC 2013 China