

<http://zwei.im>
206.295.0500
weizhuxiaona@gmail.com

[linkedin.com/in/ninawei](https://www.linkedin.com/in/ninawei)
[medium@weizhuxiaona](https://medium.com/@weizhuxiaona)

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

Master of Human-Computer Interaction and Design University of Washington (UW), Seattle User Research, Prototyping Studio, Visual Design, User-Centered Design, DataViz	09/2013–09/2014
Bachelor of Science, Applied Psychology Zhejiang Sci-Tech University (ZSTU), China	09/2009–06/2014

Skills

UX Research Quantitative & Qualitative Research; Ethnography Study; Usability Testing
Design Sketching; Wireframes; Rapid Prototyping; Infographics; Video Editing
Tools Photoshop, Illustrator, Indesign; Axure, Flinto; AppInventor, Arduino; Final Cut
Development HTML, CSS; C, Python, Javascript (basic)

Experience

UX Designer ilol.biz Spearhead major web UI re-factoring; Design elegant user-advocate solutions and features; Increased marketing sales	01/2014–present
UX Designer Microsoft & Point B Future of Retail, MHCID Capstone Project - Research and Design a seamless in-store experience, lighting your way to inspired purchases	04/2014–present
UX Designer University of Washington Trace, fun explore your city - Handled wearable design & prototyping Traffic Simulator, traffic signal learning app - Translated client needs into intuitive interactions and visual design Waggit, bridge dog owners & walkers - Directed research, prototyping and visual design	09/2013–present
Co-Founder Chinese UX Professionals in U.S. Initiated and manage a 200+ Chinese UXers professional group	01/2014–present
Research Assistant Human Factors & User Experience Lab, ZSTU, China Directed cognitive and social psychology research projects Promoted successful eyetracking and behavioral experiments Excavated insights from thousands of complex data	10/2009–06/2013
Volunteer 2014 Hive Conference, 2014 AIGA & IxDA events, 2013 IxDC	06/2013–present