

Wei Xu

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PRODUCT DESIGNER

With two years of experience in interaction design, I excel in crafting seamless user experiences through user research and innovative design solutions. I've been instrumental in spearheading 0-1 projects, including B-end system enhancements, where I independently managed multiple roles to ensure project success.

EDUCATION

Arizona State University

Aug 2018 - May 2020

Master of Science in Design

GPA: 3.97 of 4.0 | Teaching Assistant | Director of Digital Media Marketing in GPSA

Dalian University of Technology

Sep 2013 – June 2017

Bachelor of Engineering in Industrial Design

GPA: 3.4 of 4.0

WORK EXPERIENCE

Hesai Technology

Apr 2021 - Mar 2023

Shanghai, China

Interaction Designer

- Led end-to-end design for 4 transformative 0 to 1 projects, while also playing a pivotal role in initiating the development of the company's UI component library.
- Redesigned UI/UX for company operation and production systems: EAM, MES, and OA.
- Upgraded Industry Series pages on the company website, aligning with business goals.

Loe Design

Oct 2020 – Mar 2021

Shanghai, China

Design Researcher Intern

- Contributed to an innovative design project for Midea Group by conducting desk research.
- Analyzed and summarized products from e-commerce platforms, identifying more than 20 key trends and competitors.
- Proposed product structure suggestions and created over 10 unique creative concepts.

WORK EXPERIENCE

Hesai Technology

Oct 2021 – Apr 2022

Shanghai, China

Visitor Management System

- Oversaw entire project lifecycle from requirements to delivery.
- Gained 2700+ users with 40% internal employee usage post-launch.
- Replaced traditional paper registration as the sole visitor platform.

ASU Grad Thesis

Apr 2019 - Apr 2020

Tempe, AZ, America

Engage Gamification into Campus Counseling for International Students

- Conducted a survey with 62 international students to assess their psychological stress levels and attitudes towards campus counseling.
- Proposed enhancements to campus counseling through workshops and student interviews.
- Created an interactive prototype for improved campus counseling services.

Boys&Girls Club

May 2019 - Aug 2019

Round Valley, AZ, America

User Researcher & Designer

- Collaborated in a team of 11 to construct a playground for club kids aged 5 to 12.
- Conducted user research, organized workshops, collaborated with local leaders.
- Oversaw design, construction, and promoted the project via local media and websites.

Skills

Interface Design

Interaction Design

User Flows

Design Research

Fast Prototyping

Visual Design

Tools

Figma

Photoshop

Premiere

Principle

Sketch

Illustrator

After Effects

HTML/CSS