

Weiwei Zhang

Active looking for roles in product design, UI/UX design

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EXPERIENCE

R2.AI Inc, US — Lead Product Designer, UI/UX

July, 2016 - Feb. 2018

- Designed the whole UI/UX design of the big data analysis application(in Beta).
- Designed and tested from lo-fi prototype, wireframes to pixel-perfect mockups.
- Designed and optimized the team workflow for more efficient product shipping.

VINAYA, UK —UI and UX Design Intern

February, 2015 - July, 2015

- Lead the user testings on the iOS prototype to provide actionable insights.
- Collaboratively design and test the haptic vibrations for the smart jewelry.

PROJECTS

Mr.One Application — Making big data analysis accessible and

understandable August, 2016 - Feb 2018

- Conducted focus groups with stakeholders to gather requirements.
- Prototyping, designing, and testing iteratively with an user-centered approach.
- Collaboratively and constantly improved the product's flow and structure.
- Proudly helped the startup raised 2M seed funding.

Roomie iOS App — Providing smooth room and roommate searching

experience March 2018

- Conducted interviews to distill user pains in the roommate searching journey.
- Designed the structure, lo-fi and hi-fi wireframes through participatory design.
- Defined atomic visual elements and illustrations to create a cohesive style.
- Created prototypes and conduct user testings to constantly improve the App.

EDUCATION

University College London, London — M.Sc in Human Computer

Interaction and Design September, 2014 - September, 2015

Royal Institute of Technology, Stockholm — M.Sc in Human Computer

Interaction and Design September, 2013 - July, 2014

EIT Digital Master School— M.Sc in Human Computer Interaction and Design with a minor in Entrepreneurship

September, 2013 - September, 2015

Full scholarship for excellent students. (Top 2%)

Sun Yat-sen University, Guangzhou — B.Eng. in Computer Science, Network

Engineering Track; B.A. in Art and Design September, 2008 - July, 2012

Scholarship for outstanding students (Top 10)

SKILLS

Design Method

Wireframing
Lo-fi / Hi-fi Prototyping
Persona
Scenario/Storyboard

User Research

Heuristic Evaluation
Cognitive Walkthrough
Usability Testing
(Remote, Lab, Guerrilla)
Affinity Diagram
Card Sorting
Cooperative Evaluation

Tool

Sketch, Figma, Zeplin
Photoshop,
Marvel, InVision

Front-end

Html/CSS
Javascript

LANGUAGES

English (working fluent)
Mandarin(native)