

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

- Designing the whole UI/UX design of the big data analysis application(in Beta).
- Lead internal and remote usability testings to constantly improve the product.
- 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 - Current

- Conducted focus groups with data scientists and 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.

Remote Usability Testing — Cost effective way to get actionable insights from potential customers April, 2017- May, 2017

- Lead a team of colleagues of different disciplines to form test assumptions.
- Conducted cognitive walkthrough to get task flows.
- Planned, managed and conducted remote usability testings with 5 participants.
- Analyzed and summarized findings into actionable design insights.

EDUCATION

University College London, London — M.Sc of ICT Innovation in Human Computer Interaction and Design September, 2014 - September, 2015

Royal Institute of Technology, Stockholm — M.Sc of 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)