

:) Weiwei Zhang

Product designer who loves data and animals

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EXPERIENCE

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

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.

UI and UX Design Intern - VINAYA, UK

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

M.Sc in Human Computer Interaction and Design (HCID)

University College London, London September. 2014 - September. 2015

M.Sc in Human Computer Interaction and Design

Royal Institute of Technology, Stockholm September. 2013 - July. 2014

Joint M.Sc in HCID with a minor in Entrepreneurship

EIT Digital Master School September. 2013 - September. 2015

Full scholarship for excellent students. (Top 2%)

B.Eng. in Computer Science, Network Engineering Track

B.A. in Art and Design

Sun Yat-sen University, Guangzhou 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)