

# :) Weiwei Zhang

UX generalist with a strong academic background in CS, Design and HCI

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## EXPERIENCE

### Data Analysis Web App - Lead Product Designer, UI/UX - R2.AI Inc, US

July, 2016 - Feb. 2018

- Designed the whole UI/UX of Mr.One, the big data analysis application(in Beta).
- Designed and tested from lo-fi prototype, wireframes to pixel-perfect mockups.
- Create data visualizations on data qualities, model results and model insights.

### iOS App and IoT - 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

- Synthesised the complex data process into guided steps that distill insights.
- 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.

### Acorn iOS App — Helping people learn words more efficiently Sep 2018

- Designed the structure, navigation and UI of the App
- The 1st prize among 30+ teams of WomenWhoCode Google Flutter Hackathon

### 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

Wireframing  
User Flow  
Information Architecture  
Lo-fi / Hi-fi Prototyping  
Scenario/Storyboard  
Data Visualization  
Visual Design

### User Research

Persona  
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)