

Weiwei Zhang

Actively looking for positions in user research and interaction design.

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EXPERIENCE

NewA-Technology, US — *Product Design, UI/UX*

Jul. 2016 - Current

Collaborated with data scientists and software developers to redesign the architecture, and designed UI/UX of the big data application Mr.One. Designed and conducted internal and remote usability testings to inform and improve the design. Designed and prototyped the Company's website.

VINAYA, UK — *UI and UX Design Intern*

Feb. 2015 - Jul. 2015

Collaborated with software engineers, product designers, and managers to improve the structure and interfaces of the old iOS App. Helped product designers conduct user testings on the new prototype to provide insights for the design of the new iOS App. Collaborated with hardware engineers to design and test haptic vibrations for the smart jewelry.

EDUCATION

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

Sep. 2013 - Sep. 2015

Full scholarship for excellent students. (Top 2%)

University College London, London — *M.Sc of ICT Innovation in Human Computer Interaction and Design*

Sep. 2014 - Sep. 2015

Royal Institute of Technology, Stockholm — *M.Sc of Human Computer Interaction and Design*

Sep. 2013 - Jul. 2014

Sun Yat-sen University, Guangzhou — *B.Eng. in CS, Network Engineering Track; B.A. in Art and Design*

Sep. 2008 - Jul. 2012

PROJECTS

Mr.One Application — *Making big data analysis accessible for everyone*

Aug. 2016 - Oct. 2016

Conducted focus group with data scientists and statisticians to gather requirements. Collaboratively improved the App's flow and structure. Designed the visual, interaction style with an iterative and user-centered approach. Designed and coded Mr.One animations in CSS.

NewA Technology Website Design — *Let the world meet Mr.One*

Feb. 2017

Gathered requirements. Conducted Ideation, brainstormed and Iteratively designed, prototyped and tested the company's website.

Remote Usability Testing — *Cost effective way to get actionable insights from potential customers*

April. 2017- May. 2017

Collaborated with colleagues of different disciplines to gather test assumptions. Did cognitive walkthrough to get testing task flows. Planned and conducted remote usability testings with 5 participants. Analyzed and summarized findings into actionable design insights.

SKILLS

User Research

Interview, Observation, Survey, Contextual Inquiry, Guerrilla Usability Testing, Remote Usability Testing, Affinity Diagram, Cooperative Evaluation

Design Method

Persona, Scenario, Storyboard, Sketching, Wireframing, Lo-fi & Hi-fi prototyping

Tool(Fluent)

Sketch, Marvel, Photoshop, Omnigraffle, InVision, POP, Balsamiq, Morea

Front-end

Html5, CSS3, Javascript, jQuery, Bootstrap, React.js(Learning)

LANGUAGES

English (working fluent), Mandarin(native)