

Wei Wei

weiwei0108@gmail.com

1-917-345-9390

9+ years experience and skills in designing, building and launching digital products to transform entrepreneurial concepts into new products & services. 5+ years in sr. lead positions: collaborate with executives, developing & managing cross-function teams.

▲ Experience Researcher

- Design Thinking
- Qual. & Quant. Research
- Usability Testing
- Design Heuristics
- Go-to-market Strategy

■ Product Designer

- Information Architecture
- User Task Flow
- Interaction Design
- Visual Design
- Product Roadmap

● Interfaces Maker

- Design System
- Rapid Prototyping
- React Components
- Web Standards
- iOS & Android

EXPERIENCE

Director of Product Design | Development Guild DDI

Dec 2018 - Present / New York / U.S.A

Lead, mentor, and inspire a growing product team of designing & engineering;
Drive project through all phases, from UX research, development, testing, and go-to-market;
Develop & contribute the latest user research practices, HCI experiment, and design guidelines

Product Design Manager | Nokia Bell Labs

May 2015 - Dec 2018 / New Jersey / U.S.A

Product Design Manager of Innovation Incubation team within Nokia's CTO & Bell Labs group.
Getting the task of incubating research phase ideas to market testable solutions

Instructor, Interface Cognitive A.I. | Parsons School of Design - The New School

Jan 2017 - May 2017 / New York / U.S.A

Interface Cognitive A.I. is a BFA Co-lab course to introduce Augmented Intelligence product design and explore the speculative ideas for cooperations between human and machine agents

UX Design Lead | uSell.com

Feb 2013 - May 2015 / New York / U.S.A

Conduct UX research, rapid prototypes, UI & visual design;
Responsible to design experiments, A/B Testing, and design QA

HONORS

Cancer Game – A Game About Human Health

2011 / Games for Change / New York / U.S.A

Mood Machine – Multimedia Interactive Installation

2009 / White Rabbit Collection / Sydney / Australia

Embrace – Home Product Design

2007 / Beijing / China

Design was produced by Boloni Home Products

Grand Prize at TRENDS HOME 'Pan Yu' Product Design Competition

EDUCATION

Experimental Multimedia Design Studio of CAFA

2007 - 2009 / Beijing / China

B.A in Art Design - China Central Academy of Fine Arts (CAFA)

2007 - 2009 / Beijing / China

1st Prize at 2009 CAFA the Excellent Graduation Works Award

1st Prize at the Excellent Works Award of Academy Exhibition for Consecutive 4 Years

ENDORSEMENTS

Ajit Kahaduwe | Head of Innovation Incubation at Nokia Bell Labs

Wei is a talented UX research designer who provides insights of applying the emerging technologies with intuitive use cases. He also is a design thinking practitioner who promotes a creative approach to collaboration and improvement. Wei is capable of managing and delivering projects on tight deadlines while meeting requirements.

Christian Croft | Senior Program Manager at Microsoft

Wei is one of the all too rare unicorns of UX practice; he considers user behavior, business impact, and technology potential comprehensively as inputs and evaluates them deftly through progressive design iterations. At uSell, Wei excelled as the lead UX designer, defining the UX and UI for the company's websites and backend platforms that were critical to our two-sided marketplace connecting consumers and electronics buyers. In addition to his UX skills, Wei is also a truly enthusiastic team member, that I would repeatedly hear from others across our team that collaborating with him was a pleasure.