

Wei Wei

UX Architect, Design Thinker and Digital Artist

Portfolio: <http://veevia.com>

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9+ years experience and skills in designing, building and launching digital products to transform entrepreneurial concepts into new products & services. 3+ years in leadership roles, working with the executives, to solve problems and make process improvement.

As a **UX Architect**, Wei has been engaging with interdisciplinary design projects across the areas of HCI, Cognitive Psychology, Augmented Reality, Machine Learning, IoT and 5G Networks.

As a **Design Thinker**, Wei nurtures a keen interest in developing ideas, tools, and methodologies to address complex challenges. He is looking to define and execute conceptual frameworks that will augment human abilities by enhancing physiological and psychological interactions.

As a **Digital Artist**, Wei experiments with materials, computational media, and physical computing that bring explorational storytelling experiences to installations, narratives, and meaningful interactions.

Specialties:

Design Research: User Research - Qualitative & Quantitative / Usability Research / Design Experiments / Ergonomics / A/B & Multivariate Testing / Data-driven Design / Heuristic Design

Experience Design: HCI / Lean UX / Information Architecture / IxD / MVPs / Rapid Wireframe & Prototyping / Motion Design / Conversion Rate Optimization / Product Strategy / Branding / Contents

Digital Artwork: Interactive Multimedia / Physical Computing / 2D/3D Games / Visualization

Experience:

UX Architect | Nokia Bell Labs

May 2015 - present / New Jersey / U.S.A

Lead UX of Innovation Incubation team within Nokia's CTO & Bell Labs group. Getting the task of incubating research phase innovations to market testable solutions.

User Experience Design Lead | uSell.com

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

- **Direct report to Chief Product Officer**, *Conduct UX Research, Rapid Prototypes, UI & Visual Design, Service Design, Design Experiments*
- **Close work with VP of Engineering**, *Conduct Prototype Refinements, A/B Testing, and Design QA*
- **Support marketing team:** *for Digital Campaign Design / Testing, Advertisements, Infographics*

Creative & Product Design Consultant | Veevia Inc.

August 2010 - February 2013 / Beijing - China and New York - U.S.A

- Work with a broad range of industries and companies, directly consulting to C-level executives; design MVPs & experience strategy on group products and services.

Director Assistant | Experimental Multimedia Design Studio of CAFA

September 2007 - June 2009 / Beijing / China

Honors:

2011 **'Cancer Game'** – *A Game About Human Health*

/ Games For Change / New York / U.S.A

/ Panasonic Center / Beijing / China

2009 **'Mood Machine'** – *Multimedia Interactive Installation*

/ White Rabbit Collection / Sydney / Australia

2007 **'Embrace'** – *Product Design*

/ Boloni Lifestyle Museum / Beijing / China

/ Design was produced by Boloni Home Products

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

Interests & Motivations:

As a design thinker, my major studies is to pursue the possibilities of **Empathetic Machines** to create desirable AI experiences, taking Generalized AI values into a new reality. I strongly believe that it is **Emotion and Empathy** that will help AI be an acceptable part of human life. In my vision AI can be an augmented beneficial interface, a symbiotic relationship where humans and machines work together in a joint effort.

My research and design interests cross the areas of **HCI, Cognitive Psychology, Augmented Reality, and Experimental Media Arts**. I nurture a keen interest in developing ideas, tools, and methodologies to address complex challenges. I am looking to define and execute conceptual frameworks that will **augment human abilities by enhancing physiological and psychological interactions**, revolutionizing the human experience.

Career Background & Accomplishments:

Bell Labs Research - *Interdisciplinary*

As the first Experience Design Specialist at Bell Labs, I am a member of the Technical Staff, working as a UX Architect in the Innovation Incubation team. We interface with global telecom carriers on

systems architecture, user experience strategy, and future network designs. Through a variety of HCI experiments with disciplines such as Haptic Communication, Sensory Processing, Augmented Reality Interface, and more, I participate in designing and defining the future experience of hyper-networks. Furthermore, I foster an Experience Design culture in the company and take every opportunity to promote Design Thinking. I guide research and development teams to understand how their work impacts people and demonstrate how different research teams can collaborate to solve big human needs problems.

Entrepreneurial Product and Services Design - *Cross-function*

As a product and creative lead, I have more than nine years of work experience designing, building and launching digital products, transforming entrepreneurial concepts into new services. This also includes three years of working in leadership roles with C-level executives to solve problems and make process improvements. To further my career, I study self-improvement skills based on the method of the Validated Learning Loop catalyzing my knowledge acquisition and progress towards the objectives. Working with many cross-functional teams that possess a wide variety of expertise and different perspectives, I deliver innovative solutions that bridge technology with design and build useful and scalable products for maximum results.

Experimental Media Arts - *Social Impact*

As a Digital Artist, I experiment with materials, computational media, and physical computing that bring explorational storytelling experiences to installations, narratives, and meaningful interactions. My artwork looks to transform audience perspectives and perceive the things within different contexts. The mission of my projects is to apply creativity to social good, contributing an ideological dimension to humanistic and educational efforts. Some of these works are collected, published and exhibited by world renown organizations including the CAFA Art Museum, Australian Embassy, Games for Change, the Panasonic Experience Center, the White Rabbit Collection and more.

Experience Design Association - *Idea Generation*

As a key contributor to the Asian Experience Design Association (AEDA), an organization that aggregates the ideas and talents of Designers, Artists, Technologists, and Entrepreneurs. It develops a diverse community rooted in innovative experience design with the emerging technologies. We experiment with design-led research and a systems-oriented approach to initiate a movement that transforms how humans behave in a cognitive intelligence environment. The Association is affiliated with the Design and Technology Program at the Parson School of Design, providing experimental courses on Cognitive UX and Artificial Intelligent Design.

Education:

- 2007 - 2009 Studied & Worked in **Experimental Multimedia Design Studio of CAFA**
- 2005 - 2009 **China Central Academy of Fine Arts (CAFA), Beijing, China - B.A in Art Design**
- **1st Prize** at 2009 CAFA the Excellent Graduation Works Award
 - **1st Prize** at the Excellent Works Award of Academy Exhibition for Consecutive 4 Years

Exhibitions & Talks:

- 2016 **‘Dynamic Prototyping with Contextual Awareness Experience’**
/ AEDA / New York / U.S.A
- 2015 **‘Data Science + Cognitive UX Design Workshop’ – Inspire The Next**
/ AEDA Inspire Series / New York / U.S.A
- 2010 **‘The Big Bang’ – Chinese Contemporary Art from the White Rabbit Collection**
/ Australian Embassy, China / Beijing / China
/ White Rabbit Gallery / Sydney / Australia
- ‘Spirit and Journey’ – National Exhibition Tour of CAFA 60 Years Drawing**
/ National Exhibition Tour / China
- Workshop at Dorkbot Shanghai # 3**
/ Xindanwei / Shanghai / China
- 2009 **‘Recollect the Future. Unfinished’ – Experimental Media Art Exhibition**
/ Song Zhuang Shangbao Art Museum / Beijing / China
- Workshop at CCOM China Central Conservatory of Music**
/ CCOM / Beijing / China
- ‘Journey of Thousand Miles’ – 2009 CAFA Excellent Graduation Works Exhibition**
/ CAFA Museum / Beijing / China
- ‘Mutually’ – Interactive Media Art Exhibition**
/ Red-Star Gallery / 798 Art Zone / Beijing / China
- 2008 **‘Dong Jing - Er’ – Interactive Media Art Exhibition**
/ Panasonic Center / Beijing / China
/ Yongyige Gallery / 798 Art Zone / Beijing / China
- 2007 **‘Pan Yu’ – Home Experience Design Exhibition**
/ Boloni Lifestyle Museum / Beijing / China
/ Today Art Museum / Beijing / China

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.

Mark Castleman | Entrepreneur in Residence at Nokia Bell Labs

Wei may be the best UX research designer I have encountered. Working with Wei is an absolute pleasure. He is thoughtful, articulate and creative. He aims for excellence and a true contributor to the design community!

Guanru Li | Creative Director at L3 Design

Wei is a great explorer that combines current needs and future technology. He has a very broad vision of design and a huge explosive force to turn ideas to real. Think deeply also executive fast, always inspire and shock people with his thoughts and works.

Read more: <http://linkedin.com/in/veevia>

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