

# Wei Wei

*Digital Artist, Interaction Designer  
and Creative Technologist*

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Wei Wei is a **digital artist, interaction designer and creative technologist** with passions for emerging technologies and practical theories. He has been engaged in the areas of experimental media, user experience design, marketing brands and conceptual product creation. Now, Wei Wei with enthusiasm, aims to leverage trans-disciplinary studies for social good.

## Skills - Areas of Work & Study:

**User Experience Design:** UI & UX / Service Design / Information Architecture / MVPs & Experiments / Rapid Wireframe & Prototyping / Conversation Rate Optimization / A/B & Multivariate Testing

**Branding Design:** Visual Identity System / Branding Strategy / Rich Media Advertising / SEO / Data Visualization / Interactive Multimedia / Motion Graphics

**Digital Artwork:** Multimedia Installation / Exhibition Experience Design / Digital Arts / Illustration /

## Experience:

### **Founder / Chief Creative Consultant**

Veevia Inc.

*March 2013 - Present* / New York / U.S.A

### **Lead User Experience Designer**

uSell

*February 2013 - Present* / New York / U.S.A

### **Art Director, Senior Visual & Multimedia Designer**

NetCom Learning

*November 2011 - February 2013* / New York / U.S.A

### **Lead Visual / User Experience Designer**

Sarder Inc. - Sarder TV / Sarder Press / Learning LearningGG

*November 2011 - February 2013* / New York / U.S.A

### **Freelance Rich Media Designer**

Media Development Center of LifeWeek

*August 2010 - November 2010* / Beijing / China

### **Director's Assistant**

Experimental Multimedia Design Studio of CAFA

*September 2007 - June 2009* / Beijing / China

### **Freelance Multimedia Designer at Trends Home**

Trends Media Group

*April 2007 - June 2007* / 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  
/ Copyright of Designing was Purchased by Boloni Home Products  
/ Grand Prize at TRENDS HOME 'Pan Yu' Product Design Competition

## 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**
- **1<sup>st</sup> Prize** at 2009 CAFA the Excellent Graduation Works Award
  - **1<sup>st</sup> Prize** at the Excellent Works Award of Academy Exhibition for Consecutive 4 Years

## Workshops & Exhibitions:

- 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** - September 26<sup>th</sup>, 2010 / Shanghai / China
- 2009 **'Recollect the Future. Unfinished'** - *Experimental Media Art Exhibition*  
/ **Song Zhuang Shangbao Art Museum** / Beijing / China
- Workshop at China Central Conservatory of Music (CCOM)**  
/ **CCOM** - June 12<sup>th</sup>, 2009 / 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