

Chuchu Wei

Product Designer

<https://chuchuwei.design/>

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San Francisco Bay Area, CA

WORK EXPERIENCE

Lotic.ai, Inc. — Product Designer

AUG 2022 - PRESENT

Lotic.ai is an AI-powered well-being ecosystem, processing audio stories to provide insights for better mental health via its mobile and desktop app.

- Directed 0-to-1 design initiatives and collaborated with cross-functional partners to launch a series of products across mobile and desktop platforms.
- Established the design token system and implemented it in collaboration with engineers, achieving consistency, scalability, and efficiency between design and engineering.
- Mentored junior designers to support their onboarding and growth.

Realm AI — Founding Product Designer

FEB 2021 - AUG 2022

Realm AI is building interactive social mobile apps to empower creative and meaningful communications.

- Executed rounds of concept testing using social media ads and landing page "fake door" tests to validate product-market fit.
- Led in-depth customer interviews to inform product opportunities, direction, strategy, and feature prioritization.
- Conducted usability testing, provided actionable recommendations, iterated, and successfully launched 2 mobile apps.
- Managed a full-fledged off-shore design team of 5 designers and ensured seamless coordination between product teams for smooth product delivery.

Smart Closet — Product Designer

MAY 2018 - AUG 2020

Smart Closet is a virtual fashion and e-commerce app with over 1M downloads in AppStore and Google Play.

- Conducted research to generate product ideas, executed concept testing, and shipped the social feed feature, resulting in 100K MAU and elevating the app to No. 1 in the Shopping category on the US App Store in 2019-2020.
- Built and managed a large online community, regularly ran guerrilla research and surveys within the community, and drove rapid design iterations.
- Designed marketing assets and led campaigns, including an ambassador program, to boost brand awareness.

HDMI LA, Inc. — Data Analyst

JAN 2018 - FEB 2021

- Led audit projects with 100+ licensees in collaboration with PWC, collecting \$XX million in royalties.
- Conducted market research and data analysis, presented findings to HDMI leadership to guide business decisions.

EDUCATION:

UC San Diego,

Master of Arts in
International Affairs

SEP 2015 - JUN 2017

Fudan University,

Bachelor of Arts in
Philosophy

SEP 2010 - JUL 2014

SKILLS:

Design Tools: Figma, Sketch, Adobe Illustrator, Adobe Photoshop

Design Methods: User Centric Design, Design Systems, Design System Tokenization, Iterative Design Process, Prototyping, Strategy & Vision Presentations, Concept Sketches, Wireframes, Affinity Diagram, User Flows, Competitor Analysis, Personas, A/B Testing, Style Guide & Pattern Library, Design Spec

User Research: Surveys, Interviews, Data Analysis, Usability Testing

Programming: HTML, CSS, Git, GitHub, SQL, R, STATA

Collaboration: Self Starter, Leadership, Detail Oriented, Communicative