Chuchu Wei
Product Designer

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San Francisco Bay Area, CA

WORK EXPERIENCE

Lotic.ai, Inc. / Product Designer
AUG 2022 - PRESENT

- Directed design projects throughout the entire product lifecycle from exploring and defining concepts to product launch in close collaboration with engineer, product, researcher, legal, content creator, etc.
- Enhanced and managed Lotic's cross-platform design libraries and developed a comprehensive Design Token System using Figma Variables
- Quickly iterated on designs based on user insights and feedback
- Led design projects for consumer products across iOS, Android, Web and wearable smart devices platform
- Mentored junior designers to support their onboarding and growth

Realm AI / Founding Product Designer
FEB 2021 - AUG 2022

- Led design projects cross product lifecycle from ideation to execution
- Created and maintained the design system
- Conducted user research to find the users' pain point, which informed new product opportunities, direction and feature prioritization
- Conducted unmoderated and moderated usability testing and translate the testing results into actionable recommendations for product iteration
- Managed a full-fledged design team of 5 designers

Smart Closet / Co-founder, UX Designer
MAY 2018 - AUG 2020

Smart Closet app achieved over 1 million downloads in AppStore and Google Play and ranked No.1 in Shopping App in AppStore with a review of 4.5/5 stars

- Conducted user research and provided insights to conduct concept testing, product iteration, and feature delivery
- Collaborated with engineers to build social feature and increased the app's ranking to No. 1 in Shopping App in US AppStore in 2019-2020
- Designed marketing asset and conducted marketing campaign including ambassador program to increase brand awareness

HDMI Licensing Administrator, Inc.

Data Analyst
JAN 2018 - FEB 2021

- Led audit projects with 100+ licensees and collected $XX million royalties
- Conducted market research, performed data analysis and presented findings to HDMI leadership

EDUCATION:

University of California, San Diego, M.A., International Affairs

SEP 2015 - JUN 2017

Fudan University, B.A., Philosophy

SEP 2010 - JUL 2014

SKILLS:

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

Design Methods: 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