

# Wei Xu

[weixdesign.space](http://weixdesign.space) | [LinkedIn](#)

Location: Den Haag, Netherlands

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## PRODUCT DESIGNER

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With three years of experience in digital product design, I excel in crafting seamless user experiences through user research and innovative design solutions in technology, SaaS e-commerce. Thrived in dynamic Scrum team environments, I contributed as a versatile generalist throughout the product lifecycle, from ideation to launch.

## EDUCATION

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### Arizona State University

Master of Science in Design | GPSA Scholarship | GPA: 3.97 of 4.0

Tempe, AZ, the U.S.

Aug 2018 – May 2020

### Dalian University of Technology

Bachelor of Engineering in Industrial Design | GPA: 3.4 of 4.0

Dalian, Liaoning, China

Sep 2013 – June 2017

## EXPERIENCE

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### UX/UI Designer

UPFRONT

Feb 2024 - Present

Rotterdam, Netherlands

- Currently responsible for the UX design efforts and establishing a design system to improve design efficiency and consistency. successfully published more than 20+ new pages. (E-commerce)
- Conduct interviews with the marketing and support team, gather insight from analytics tools, collaborate with the development team to facilitate design reviews, contributing to the end-to-end process of shipping robust experiences for our customers.

### Interaction Designer

Hesai Technology

Apr 2021 - Mar 2023

Shanghai, China

- Owned and shipped 4 SaaS products in the company, which were both desktop and mobile applications, improved the efficiency and information security of the enterprise, used by 1k+ employees.
- Conducted user interviews, and gathered insight from stakeholders to redesign the SaaS applications for manufacture and warehouse management.
- Created and refined UI component library for HESAI design system and redesigned products to maintain consistency and UI standards.
- Collaborated with cross-functional teams such as software developers and marketing in a Scrum/Agile environment to translate insights into actionable UX recommendations.

### Design Researcher Intern

Loe Design

Oct 2020 - Mar 2021

Shanghai, China

- Contributed to Midea Group's innovative design project by conducting thorough desk research. Analyzed products from various e-commerce platforms, and proposed product structure suggestions.

### Teaching Assistant

Arizona State University

Sep 2019 - Apr 2020

Tempe, AZ, the U.S.

- Graded assignments and shared design insights in foundational design courses.

### Design Researcher

Boys and Girls Club

May 2019 - August 2019

Round Valley, AZ, the U.S.

- Worked in a team of 11 to construct a playground for club kids aged 5 to 12.
- Conducted user research, organized workshops, and collaborated with local leaders.

## TECHNICAL SKILLS

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**UI Design** : Sketch, Axure, InVision, Figma, ProtoPie, Principle, HTML/CSS, Wordpress, Framer, Webflow

**User Research** : Semi-instructed Interview, Focus group, Usability Testing; Analyzed by Wireframing, Affinity Diagrams, UserMap; Online Survey, SPSS, Excel

**Graphic Design** : Photoshop, Illustrator, InDesign, CorelDraw, AfterEffects