

Shan Wei

📍 Seattle, WA

📞 +1 978 831 9055

✉ contact@shanweidesign.com

🔗 shanweidesign.com

Online portfolio is partially protected by a passcode. For full access, please feel free to contact me

Education

MS in Information Design and Data Visualization

2020-2021, Northeastern University

MS in Experience Design

2019-2020, Northeastern University

BFA in Industrial Design

2009-2014, University of Illinois Urbana-Champaign

Skills

Hard skills - competitive analyses, heuristic evaluations, user interview, user research, usability testing, user flow, wireframes, information architecture, interaction design, prototyping, A/B testing, design system, agile methodology, user-centered design,

Soft skills - creativity, problem-solving, critical thinking, attention to detail, navigate ambiguity, adaptability, empathy, team collaboration, conflict resolution

Tools

Design tools - Figma, Sketch, Adobe Suite (Illustrator, Photoshop, After Effects, XD)

Programming languages - HTML, CSS, JavaScript with library D3 and P5, Processing, R

Languages

English - Fluent

Chinese - Native

Senior Product Designer

Experience

Senior Product Designer

May 2022 - Present · HMBradley · Seattle, WA

- Work with executives to conceptualize and launch new product verticals, including customer-facing RPA product and B2B payment solutions.
- Identify and address UX issues, leading to 3x growth in product adoption rate and 1.5x growth in DAU.
- Led end-to-end design of 4 product verticals, from manage design roadmap, researching, designing to testing.
- Established and maintained a cost-effective design system, achieving a 30% reduction in design and development time.
- Transformed the team's design approach to a more agile, stakeholder-focused, and results-oriented methodology, enhancing company-wide stakeholder trust.
- Led a mentorship program, nurturing junior designers' growth, fostering a collaborative learning environment, and conducting regular design critiques.

Research Assistant

May - Aug 2021 · Northeastern University · Boston, MA

- Utilized complex datasets to design and code a set of data visualization installation for the Museum of Fine Arts, Boston.
- Executed end-to-end design and code development processes, encompassing design research, ideation, design iteration, data cleaning, prototyping, and coding.

Senior UX Designer

May 2015 - Dec 2018 · Baidu · Beijing, China

- Led the design of the audio news product vertical, overseeing the successful launch of four major product redesigns within a year, leading to a remarkable 10x growth in daily active users (DAU).
- Played a key role in integrating innovative voice interaction and Text-to-Speech technology into News Feeds product, showcased at the company's annual conference by the CEO, Robin Li.
- Collaborated closely with product managers in business discussions to optimize end-to-end experiences, identified strategy, defined design goals, planned roadmap, and established UX metrics, and ensure alignment with business objectives.
- Initiated and led cross-platform projects (iOS, Android, web), managing end-to-end processes in collaboration with diverse stakeholders.
- Worked closely with developers for pixel-perfect design implementation, constantly refining our approaches iteratively to ensure high-quality outcomes.
- Contributed to company-wide interaction design guidelines and facilitated 10+ design workshops.

Concept Designer

Jun - Sep 2014 · LG Electronics · Champaign, IL

- Conducted extensive market and user research, leading to the proposal of 35+ home appliances design concepts, with subsequent recognition by the LG design group.