

JIAYING WEI



www.jiayingwei.com

SENIOR UX DESIGNER | EcoATM Gazelle

Remote | 2022 ~ Present

At **ecoATM** I work across a variety of platforms doing **mobile**, **web**, and **kiosk** user experience design. Our 6,000+ kiosks located in various retail platforms purchase & recycle phones that consumers no longer want. Recently I led the redesign of **Gazelle.com** our **e-commerce** platform for selling second hand devices resulting in 6% increase in checkout conversion compared to the previous period.

- Provide **end-to-end design expertise** from **competitive research**, **user studies**, low fidelity **wireframes**, all the way to pixel perfect **high fidelity prototypes**
- Took on a **design ops** role, consolidating master files, organizing folders, creating libraries to be used across platforms, and cleaning up design debt

LEAD UX DESIGNER | Active Theory Inc.

Remote | 2020 ~ 2022

As the sole designer at **Active Theory** I wore many hats. In addition to handling all design work for BitGym our fitness app, I was also the primary **front-end developer** for our consumer (bitgym.com) and our corporate (activetheoryinc.com) website

- Maintained all **wireframes**, **user flows**, and **high fidelity designs** for our mobile app & website
- Launched features including the **BitGym TVOS app**, & **bluetooth support** for external fitness trackers
- Led BitGym's **rebrand** and completely redesigned the visual identity of our website, social medias, and other communication platforms
- **Coded** & implemented the aforementioned redesign for our consumer & corporate websites

INTERACTION DESIGNER | Mitsubishi Electric

Yokohama, Japan | 2018 ~ 2020

I worked for Mitsubishi Electric at their Industrial Design Center in Yokohama designing digital products for the Japanese consumer market. Here, I worked on their **IoT Air Conditioner App**, **Elevator App**, and **Luxury Apartment IoT Hub App**.

- Researched, created & presented a variety of IoT design concepts
- Collaborated with co-workers in **Japanese**

TOOLS

Figma, Sketch, Lyssna, Chat GPT, HTML, CSS, Javascript, Adobe Creative Suite (Illustrator, Photoshop), Procreate, Tailwind, & Jekyll

SKILLS

Interaction design, user experience design, wireframing, user research, behavior design, responsive design, prototyping, web development, usability testing, branding, & illustration

LANGUAGES

English (native), Japanese (business - JLPT N1), Mandarin & Cantonese (conversational)

EDUCATION

Olin College of Engineering - **B.S. General Engineering** with a concentration in **Product Design**