

Wei Kang

UX/UI Designer

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I am a UX designer that focused on addressing people's needs and creating meaningful experiences through design.

EDUCATION

2019.08-2021.05

MPS Interactive Telecommunications Program (ITP)
Tisch School of the Arts, New York University

2008.08-2012.05

BFA fashion and textile design
Academy of Arts & Design
Tsinghua University

SKILLS

Method

Design thinking, UX research, Wireframing, Storyboard, Prototype

UX Design

Sketch, Figma, Illustrator, Photoshop, XD

3D | VR | AR

Unity, Vuforia, Spark AR, ARkit, WebXR

Creative Coding

C#, Three.js, CSS, HTML, P5.js

Motion Graphic

Cinema 4D, After Effect, Premiere

Electrical Engineering

Eagle CAD, PCB Fabrication, Wearable Electronics, Soft circuitry, Assembly

Professional Experience

2021.09 - present

UX/UI designer & Graphic designer

Verneek Inc.

Designed the first version of the product and branding materials for marketing purposes.

- Help conducted user research that involved user interviews and field trips, which resulted in designing user flow and main features which are user-focused and intuitive to use.
- Created wireframes and prototypes for products, designed the first version of user interfaces in multiple product forms.
- Collaborated with the developer to improve, test, and iterate features and interfaces in products.
- Designed materials for marketing and branding purposes, including logo, fonts, website, social media banners.
- Designed avatar in the product, including designing appearances, personalities, storyboard, and motion.

2021.07 - 2021.08

UX/UI designer

Freelance

Collaborated with other designers to design Zhenliang, which is the first real estate full-format digital asset management SaaS platform, developed and launched by Jones Lang LaSalle (JLL), one of the five real estate banks.

- Improved the user flow and wireframing to make the platform to be user-focused and clients friendly.
- Designed interfaces and collaborated with the developing team to implement.

2020.08 - 2020.10

UX designer & AR developer

Microsoft Design Expo 2020

My team's work represents NYU ITP to participate in Microsoft Design Expo 2020 and posted on the official Microsoft website. In the team, my job is to interview people with diabetes, refine needs, product construction, AR development, prototype implementation, and testing, and video production.

Design Expo Link <http://expodesign.azurewebsites.net/>

Website <http://sweetpaw.info/>

2018.10 - 2019.07

UX designer

YouRu Education

Help an education company build online course websites, conclude branding, service and UX/UI design.