

Mei Chai

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EDUCATION

Politecnico di Milano (2023 QS Art and Design Ranking: 8) Milano , Italy

Sep 2022 – Present

Master of Science, Digital and Interaction Design

- Relevant courses: *Basic of Interaction Design, UX Design, Hardware & Software Technologies for Design, Digital Art, AI-Powered Design, Business Innovation*

Jilin University (Leading national research university) Changchun, China

Sep 2009 – Jun 2013, 4 years

Bachelor in Food Science and Technology

- Relevant courses: Engineering Graphics, Engineering Mechanics, Mechanical design, C Programming Language, Webpage Design and Development

WORK EXPERIENCE

CRRC Qingdao Sifang Rolling Stock Research Institute Co., Ltd (State-owned research and production company specializing in rail transit systems) Qingdao, China

August 2024 – September 2024, 2 months

Interaction Designer Internship

- Responsible for optimizing user research for the subway maintenance system app and backend. By conducting interviews and observations, I gained deep insights into user pain points and challenges encountered during usage.
- Optimized the maintenance process to make it more streamlined and improved the allocation of maintenance tasks for better efficiency and workflow.
- Optimized the system's visual design to reduce user stress and enhance user satisfaction, improving overall user experience.

Beijing Smart Walnut Education (Technology Pioneer in Education Industry) Beijing, China

Dec 2019 – June 2022, 2.5 years

User Research Specialist

- Led user research projects for the online education platform with key responsibilities such as user persona, requirement specification, brand health check, media strategy, NPS analysis, usability study, and product testing
- Developed product optimization recommendations based on in-depth studies and yielded significant business results
- Improved user data collection and application throughout the entire user journey
- Codified and shared user research knowledge and nurtured the user-centric culture

Key projects

- Walnut Programming User Research: optimized 50+ learning paths for 4-7- and 7-12-year-old children – increased user study effectiveness by 20% and reduced system errors by 60%
- Purchase Behaviour Analysis: designed and launched a series of new product features based on extensive studies on parents' key purchase criteria (price, experience, tutor, study approach, service, etc.) – grew sales by 30%

Sohu (Leading Chinese Technology Company) Beijing, China

Nov 2015 – Dec 2019, 4 years

Interaction Designer

- Responsible for the interaction design of Sohu's social media platform (Huyou) with a key focus on feed streams and instant messaging modules
- Independently designed Sohu Moke from scratch, which reached 3,000+ daily active users after launch
- Successfully updated Sohu's user account system and restructured the user database enabling the merge and consolidation by real-name accounts
- Participated in defining, maintaining, and executing the guiding principles and standards for interaction design

Beijing Dola Technology (Technology Start-up)

Beijing, China

Jun 2015 – Sep 2015, 4 months

Chief Designer

- Responsible for the entire design flow from product requirements to product demo and implementation, as well as brand visual identity and marketing materials
 - Supported in marketing and operation, and ensured the successful launch of a digital solution for small supermarkets
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Eims (Enterprise Information Management Solution Provider)

Shenzhen, China

Oct 2013 – June 2015, 1.5 years

UI Designer

- Responsible for UI design for 20+ client projects (e.g., cloud computing, brand website, application, e-store, WeChat mini-program) and coordinated product development and execution
 - Conducted extensive user studies and design trendy analysis
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OTHER INFORMATION

Languages: Chinese (Native), English (Fluent)

Skills: Interaction Design, Prototyping, Usability Research & Testing, Collaboration, User Research & Analysis, Information Architecture Design

Tools: Figma, Protopie, Maze, Touchdesigner , Arduino

Personal Interests: Diving, Science Fictions, Movies