

# Lai Wei

PRODUCT DESIGNER | SEEKING FOR 2020 INTERNSHIP

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Explore more in my portfolio: [laiweidesign.com](http://laiweidesign.com)

## Education

2019-2021	<b>Carnegie Mellon University</b> , Master of Entertainment Technology, 3.74 / 4.0	<i>Pittsburgh, PA</i>
2012-2017	<b>Beijing Jiaotong University</b> , Bachelor of Architecture (B Arch), 3.59 / 4.0	<i>Beijing, China</i>

## Professional Skills

**Software:** Sketch, Axure, MAYA, Photoshop, Illustrator, AfterEffects, Unity 3D, LaTeX, JSON

**Skill:** UX design, Rapid prototyping, Wireframing, Information Architecture, User Test

## Work Experience

### Segway Robotics

*Beijing, China*

#### Product Manager

**July 2018 - August 2019**

- Researched, expanded product market direction of **delivery robot**, led robot **product generation** by hardware capacity expansion and software experience improvement.
  - Collected delivery demand and operational data, designed and simulated operation flow in the new delivery scenario.
  - Designed flexible separation to optimize robot container capacity utilization according to experiment results, built physical container prototype for practical process testing, increased the space utilization rate by 178% .
- Oversaw and supported the official website upgrade ([delivery.segwayrobotics.com](http://delivery.segwayrobotics.com)) , boosted the website traffic by 72%.
  - Explored website iteration requirements by analyzing internal and external feedback and competitive products.
  - Outputted information architecture, wireframes and high-fidelity mockups for official website updates, added information module of business demands and auto-navigation technology.
  - Arranged website renew schedule, cooperated with software engineers and UI designers, led website renewed on time.

### User Experience Designer

**May 2017 - July 2018**

- Conducted core function design and user experience design of **personal robot Loomo** ([loomo.com](http://loomo.com)).
  - Designed robot personalities and interactive mechanism, saved energy by classifying robot idle state based on use cases and standardizing trigger mechanism.
  - Designed core functions based on image identification technology, including Gesture Interaction, photography functions (Following shot, Auto-shot, etc). Cooperated closely with the algorithm team, outputted information architecture and prototyped wireframes.
  - Designed user-centered tutorial with robot interactive teaching process, enabled users to master the basic operations of the product and establish positive emotional connections.
  - Led design team conduct **user test**, analyzed data and outputted report based on user test results. Detected and solved the major bugs before product release, and continued design iterations after the launch.
- Designed **delivery robot** UX for food take-out business, used in 6 delivery scenes.
  - Investigated current business model, common scenarios and user demand, identified existing problems, and supported the definition and implementation of MVP(Minimum Viable Product).
  - Designed complete robot delivery process from merchant to customer, outputted software information architecture, prototype wireframes of reusable robot user interfaces.

## Academic Projects

### Building Virtual Worlds

*Carnegie Mellon University -  
Entertainment Technology Center*

#### Game Designer / Artist

**Fall 2019**

- Game design and art resources output for multi-platform games, including HTC VIVE, Oculus, Magic Leap.
  - Designed First-person VR ski game, created 2D game resource, 3D models and supported game building in Unity 3D.
  - Designed AR pirate theme adventure game mechanism, created physical props for combining virtual and reality to enhance game interactivity.
  - Communicated with teammates across different roles, iterated solutions for game optimization.

### VR Game ORACLE - Microsoft Imagine Cup

*Beijing Jiaotong University*

#### Interaction Designer

**Summer 2016**

- Found teammates from multiple majors and conducted interaction and player experience design of VR game.
  - Investigated VR product market, analyzed the playability requirements, and defined the game theme.
  - Designed game backgrounds, story lines and simple rules based on themes and interaction patterns.
  - Designed game level structure, simulated with paper prototype and optimized gamed based on feedback.
  - The project was short-listed in the Microsoft Imagine Cup of 2016.