



TRACY XINRAN WEI

Product Designer

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EXPERIENCE

Product Designer / VMware

Jul. 2021 - Present · Palo Alto, CA

Focus Area 1: SaaS Commerce Design and Research Lead

- Led end-to-end commerce user research, overseeing research design, data analytics, and execution, engaging with 250+ customers. Extracted key insights that steered 5+ impactful initiatives.
- Initiated and executed the design of innovative features within the commerce domain, encompassing onboarding experiences and usage management area.

Focus Area 2: Lifecycle Management Experience

- Designed and launched a revolutionary troubleshooting data visualization tool adopted by 10+ teams, seamlessly integrating data from 24 sources and consolidating workflows from 7 platforms to one.

Product Design Intern / VMware

May. 2020 - Aug. 2020 · Palo Alto, CA

- Designed onboarding experience for the data analytics tool, Super Collider, incorporating insights from interviews with 10+ product teams. Aligned design with business goals communicated by PM and stakeholders.

Graphic Designer / TuSimple

Jul. 2018 - Feb. 2019 · San Diego, CA

- Led the design of marketing assets for major expos, created public-facing technical illustrations showcasing the company's latest breakthroughs, and designed recruitment materials for campus recruitment events.

UX Designer / Ai-Master

Mar. 2017 - Sept. 2017 · San Diego, CA

- Designed technical graphics, animations, and videos for an online interactive textbook teaching basic machine learning concepts to beginners. Shipped the MVP product within 6 months, contributing to Ai-Master's successful acquisition of their first customers.

EDUCATION

University of California, Berkeley

2019 - 2021

Master of Information Management and Systems
Focus in Product Design
GPA 3.94/4.0

University of California, San Diego

2014 - 2018

B.S. Cognitive Science with Specialization in HCI
Minor in Computer Science

AWARD

First Prize / Atlassian Sponsored Ideathon

Won first prize with innovative video-based learning assessment system design

First Prize / CMYK 2019 Designathon

Won first prize with interactive wall design for 1951 Coffee Company. The design is now implemented in the 1951 Coffee Company at downtown Berkeley, CA.

SKILL

Tools

Figma · Sketch · Tableau · Miro ·
Adobe Illustrator · InDesign · Photoshop

Design Practices

Contextual Inquiry · Survey Design · Affinity
Diagramming · User Journey Mapping ·
Wireframing · Rapid-Prototyping · Data
Visualization · Usability Testing

Programming Languages

HTML5 · CSS · Bootstrap · Javascript · Python