

# ZHENQI CAI

<http://zhenqicai.com/>

## CONTACT

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New York, NY

## EDUCATION

M.S. in Human Factors & Ergonomics  
San Jose State University  
Aug 2017 - Dec 2020

Computer Science & Graphic Design  
De Anza College  
Mar 2016 - Jun 2017

B.Eng. in Electronic Science & Technology  
Harbin Institute of Technology  
Sep 2009 - Jul 2013

## EXPERTISE

**Visual design tools:**  
Photoshop, Illustrator,  
After Effects, Indesign

**Interaction design tools:**  
Figma, Sketch, Adobe XD,  
Flinto, Framer, Invision

**Programming skills:**  
HTML, CSS, JavaScript, AngularJS,  
D3.JS, iOS/Android development

## WORK EXPERIENCE

### Stonk Tech, remote

#### Senior Product Designer/Apr 2022 - Present

- Led the product design of the first stage of the social trading app from conception to launch by collaborating with cross-functional teams.
- Designed the brand identity along with a design system, and crafted the web design of the landing page that matches our visual styles and the latest design trend.

### Weee!, Fremont

#### Product Designer/Sep 2021 - Mar 2022

- Designed intuitive flows for the RTG on-demand delivery from conception to launch and measured success through user testing. The overall on-demand orders' Gross Merchandise Volume increased 13.86% over a week after release.

### SAP, Palo Alto

#### UX Design Intern/Jan 2020 - Sep 2021

- Worked on the SAP Fiori design system for iOS, designed and successfully released new components by gathering requirements, conducting comparative analyses, collaborating with developers, writing guidelines, and updating stencil.
- Collaboratively designed a set of branding characters for the Palo Alto UX team that reflect our manifesto and core values.

### IBM, San Jose

#### UX Design Intern/Sep 2018 - Aug 2019

- Worked with the team to successfully release a regulatory accelerator tool by designing a smooth, sticky experience that builds user trust in Artificial Intelligence
- Improved the scalability, flexibility, and visual affordance of the data visualization design by conducting design research, usability testing, and iterating prototypes.

### Tetrade, San Francisco

#### Product & Brand Designer/Jan 2018 - Aug 2018

- Led the product design of the first stage of a cloud service management tool by defining personas, journey maps, flow maps, designing a conceptual model.
- Designed a unique brand identity with brand style guides, a set of branding kits, and set up a matched UI design system in an already crowded space.

### Shanghai Travo Information Technology, Shanghai

#### Visual Designer/Jul 2014 - May 2015

- Designed visually appealing HTML5 pages of the tourism e-commerce app 'On the Road', increasing the Click-Through Rate of the promotion page by 15.8%.

### Ekcare, Shanghai

#### UI & UX Designer/Jul 2013- Jul 2014

- Established all UI & UX design as the first stage of a social fitness app "Walk with Fun", which is able to track users' routes, monitor real-time speed, pace, etc.