

# WEIDAN DU

Product Designer | UX/UI Designer | Data Visualization Designer

Crafting simple and delightful experience.

## Portfolio

[viviandwd.github.io](http://viviandwd.github.io)

## Contact

[weidandu@gmail.com](mailto:weidandu@gmail.com)

## Skills

### Design

User-centered Design  
Interaction Design  
UI Design  
Data Visualization Design  
SaaS Design  
Design System  
Persona  
Sketching  
Wireframing  
Prototyping

### User Research

Interview  
Contextual Inquiry  
Heuristic Evaluation  
Affinity Diagramming  
Storyboarding  
Cognitive Walkthrough  
Usability Testing

### Software Tools

Sketch  
Principle  
InVision  
Axure  
Sympli  
Photoshop  
Tableau  
Flash  
Hotjar / Crazy Egg

### Programming

HTML  
CSS  
JavaScript  
D3.js  
Bootstrap  
Git  
SQL  
OpenGL

## Experience

### UX/UI Designer (Engineer)

Agent IQ, San Francisco, CA | 07/2017-current

Working as the main designer for an **AI boosted** customer service platform (**SaaS**) for banking.

- Lead UX design for the product, interaction, and visual of a complex **Web platform** (to B) and a consumer-side **mobile app** from scratch and design the company website.
- Execute all design stages from research to craft hi-fi UI and deliver hand-offs (prototypes, etc.).
- Collaborate with **C-Suites, PM, and engineers** to understand business problems, user requirements, tech limitations to create **holistic** design solutions.
- Lead product design meetings; drive design review discussions to reach the final agreement.
- Make contributions to product front-end development (HTML, CSS, JavaScript).
- The designs were highly praised by stakeholders and helped the company get customers.

### UX/UI & Data Visualization Designer Intern

Visual Analytics Team, Pacific Northwest National Laboratory (PNNL), WA | 06/2016 – 08/2016

Worked on designing a data analytics-based Web application for chemical surveillance of incidents.

- Conducted research and identified data features in Surveillance field with team for design.
- Designed a multifunctional interactive dashboard, which allows users to explore trend and deep pattern in **GBs of data**, created hi-fi prototypes, and presented the design to stakeholders.
- Helped engineers - customized D3.js interactive graphs with JavaScript.
- Praised as the **best visualization design** in a multi-team competition with the project integrated into a large surveillance system.

### UX/UI & Data Visualization Designer & Engineer

Purdue University, IN | 09/2016 – 03/2017

(Award: 2019 Outstanding Paper, "Personal Web Library: Organizing and Visualizing Web Browsing History." *International Journal of Web Information Systems*)

Designed a visualization system for personal browsing history, which helps raise student's awareness of their browsing patterns, manage and retrieve browsing history.

- Conducted user research to figure out target users' needs and habits to formed draft ideas.
- Explored machine learning algorithms to help organize the history data for design.
- Designed a system which can auto organize & visualize **a large amount of text-based and time-series browsing history data**. So, users can understand and interact with it easily.
- **Developed a Web App prototype** using HTML, CSS, JS, D3.js, PHP, and MySQL.
- Carried out usability tests; feedback showed the **experience rating was increased significantly**.

### UX/UI Designer & Researcher

Purdue University, IN | 09/2015 – 11/2015

Designed a medication reminder mobile app for senior citizens to improve medication adherence.

- Analyzed competitive products to know current best practices and potential improvements.
- Conducted interviews and research to know senior citizens' needs, habits, and built persona.
- Designed the app and created hi-fi prototypes (with visualization) based on the research result, to provide convenience for their habits & limitations.

## Education

**Purdue University, West Lafayette, IN** - Computer Graphics Technology

M.S. Focus on User Experience Design & Data Visualization | 08/2014 – 05/2017 | GPA: 3.97/4.0

**Queen Mary University of London | Beijing University of Posts & Telecommunications**

- Telecommunications Engineering with Management

B.S. Focus on Multimedia Design & Engineering | 09/2010 – 06/2014 | GPA: 3.6/4.0