

# Jingkun Wei

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## EDUCATION

**Loughborough University** **10.2022 – 12.2023**  
*MSc in User Experience Design*

- Nominated for Ford Smart Mobility Challenge 2022

**Qingdao University of Science and Technology** **09.2017 - 07.2021**  
*BEng in Computer Science and Technology*

- Third Prize of the 17th Shandong University Software Design Competition
- Scholarship of moral integrity, outstanding in literary and athletic activities, academic progress

## WORK EXPERIENCE

**UX Researcher Placement- National Health Service EMCA(UK)** **04.2023 – 10.2023**

- Responsible for improving the user interface and redesigning the public cancer prevention and self-diagnosis map website. Collaborated with the team to continuously optimize the website based on user feedback.
- Conducted usability and accessibility testing on the existing website and redesigned the user interface architecture, including prototyping interactions and redrawing 60 maps.
- Optimized text and visual displays. Independently developed 5 interactive pages using Vue.js.
- The new website reduced user actions by 30% in a single process and improved users' ability to predict risks, reducing cognitive load.

**Student UI/UX Designer Intern - Cambridge Consultant (UK)** **03.2023 – 06.2023**

- Delivered a co-living security platform solution for young professionals within a Scrum team.
- Conducted various forms of user research to identify pain points and needs. Defined product framework and design principles. Created 20+ mid-fidelity and high-fidelity prototypes using Figma.
- Managed the team and coordinated resources. The solution achieved a USE score of 85.2 in a final 8-person user test, indicating excellent usability.

## PROJECT EXPERIENCE

### Research on AR-HUD helping foreign drivers in the UK

- Organized surveys and focus groups to identify driving challenges faced by foreign drivers in the UK.
- Designed AR HUD (head-up display) prototypes based on real driving videos, driver behaviors, and tasks.
- Conducted user testing with 20 participants, performing statistical significance analysis using SPSS.
- Verified that the AR HUD system significantly reduced cognitive load and average response time.

### DRT (Demand-Responsive Transit) Bus Experience Design for tourists

- Conducted surveys and focus groups to explore transport preferences and pain points of tourists.
- Created user personas and journey maps to inform design solutions and guidelines.
- Developed storyboards and 30+ high-fidelity interactive prototypes using Figma.
- Conducted user testing with 5 participants, achieving an average SUS score of 4 (out of 5) and a USE score of 77 (out of 100), indicating excellent usability.

### Research based healthcare mobile app for hypertension patients

- Designed two health data visualization prototypes using Figma and Tableau, based on pre-attentive factors.
- Recruited 17 participants for surveys to analyze their ability to recognize graphics, numbers, and health literacy.
- Tested prototypes on perceived usefulness, cognitive load, risk prediction, and understanding.
- Analyzed data to compare the effectiveness of prototypes and proposed six optimization suggestions.

### Redesign of YSL e-commerce website

- Conducted heuristic and accessibility analyses, identifying over 50 issues.
- Redesigned filtering and purchasing processes, creating 10+ high-fidelity prototypes.
- Retested the redesigned processes, increasing task success rate by 20% and improving the SUS score from 39.3 (unacceptable) to 75.2 (good).

## SKILLS

**Design** User Persona, Journey Map, Concept Sketches, Storyboarding, Wireframing, Prototyping, UI & UX Design

**Research** User Interview, Heuristic Evaluation, Usability Testing, User Test, Competitor Analysis, Statistical Analysis

**Tool** Adobe (Illustrator, Photoshop, XD, Premier, Aero), Figma Axure RP, Sketch, Miro, MS Office (Word, Excel, PowerPoint), Tableau, SPSS, C Language, C++, SQL, Arduino, JavaScript, CSS, Vue.js

## EXTRACURRICULAR ACTIVITIES

### Student Union at Qingdao University of Science and Technology

- Organized Student Cultural Arts Festival Gala
- Coordinated litter-picking activity with more than 20 participants