

# BOWEN WEI

## Interaction and Experience Designer

www.bowenwei.me  
510.960.9799  
bowen\_wei@berkeley.edu  
www.linkedin.com/in/bowen-wei/

### WORK EXPERIENCE

#### AR Interaction Designer | FHL Vive Center for Enhanced Reality

Aug 2020 – Present, Berkeley, CA

- Collaborate with Children's Hospital Oakland to research and design indoor exercise games for kids to make exercise fun and appealing during quarantine.
- Design the AR game's interactive experience and gameplay. Work with product managers and engineers to ensure that the design ideas are accurately communicated and implemented.

#### UX Design Intern | Electronic Arts

May 2020 – Aug 2020, Redwood City, CA

- Conducted market analysis and user research (player surveys and user interviews) for The Sims 4 game feature. Designed, prototyped, and playtested new player interaction experience for The Sims 4 game.
- Collaborated with producers and engineers to ideate, implement, and ship the feature.
- Designed UI art for the new expansion game pack using Sketch and Photoshop.

#### Product Designer | Inceptive Education

Sept 2019 – Oct 2019, San Francisco, CA

- Collaborated with 2 other designers to redesign Inceptive website using user research, wireframing, iterations, and usability testing. Improved parents' interactive learning experience and increased customer retention rate by 17%.

#### Product Manager & Designer | SEA Group (AirPay Application)

Aug 2018 – Aug 2019, Singapore

- Designed mobile payment experience including marketing promotions, bill payment, and digital purchase for AirPay (mobile payment service) and achieved top 3 payment app in Thailand.
- Collaborated with business partners, designers, and engineers to optimize user onboarding experience in Southeast Asia markets.

#### Product Analyst & Front End Engineer | Deutsche Bank

July 2016 – Aug 2018, Singapore

- Redesigned client on-boarding experience for Wealth Management business users. System went live successfully with 95% adoption rate.
- Developed wealth management client website and digital mobile banking experience using React.

### EDUCATION

#### University of California, Berkeley

2019 – Present

- Master of Information Management and Systems
- Focus in HCI and New Media

#### National University of Singapore

2012 – 2016

- Bachelor of Computing (Information Systems) with Highest Distinction / First Class Honors
- Singapore Ministry of Education Full Scholarship

#### University of British Columbia

2015

- Exchange Student in Information Systems, Computer Science, Business

### SKILLS

#### Practices

Interaction Design, User Research, Data Visualization, Prototyping, Wireframing, Storyboarding, Journey Mapping, Design Thinking, Heuristic Evaluation, Usability Testing

#### Design

Figma, Adobe XD, Sketch, InVision, Illustrator, Fusion 360, Unity, Framer

#### Programming

C, Java, Python, JavaScript, SQL, Database, HTML, CSS, React, Arduino, AppleScript, Physical Computing, Android Studio