Weikang Cui

Senior UX/UI designer

My Portfolio

(424) 494-9237

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Professional summary

Senior UX/UI designer with over 10 years of professional experience in visual and UX/UI for both public companies and startups. Specialized in creating comprehensive design systems from scratch, proficient in tools like Sketch, Figma, PS, AE and Webflow. Recognized in the top designer community. Strong focus on user experience and teamwork.

Work experience

Kunlun Tech Co., Ltd. | Senior UI designer | Beijing

Sep 2021 - Oct 2023

- Managed a redesign of the StarMaker application that significantly improved user experience and retention, resulting in an 8% increase in singing engagement interactions and a 15% reduction in task completion time.
- Orchestrate the establishment and output of design systems to enhance team alignment and collaborative efficiency, eliminating redundant elements and reducing the installation package size by 71.4MB compared to the previous version.
- Managed and mentored a design team, fostering professional growth and collaboration.
- Optimize team workflow and improve collaboration efficiency.

MoreTech Co., Ltd. | Design Manager | Beijing

May 2020 - Sep 2021

- Led UI design for several apps including Utopia, Fun Games, and management backstage. Improved user experience and drove product success with intuitive interfaces and convenient interactions.
- Built and managed design system, improving team efficiency and consistency.
- Held design review meetings and offered practical feedback to promote design enhancements.
- Provided high-quality design assets to the operations team for brand cohesion and raised company-wide visual communication standards.

Xpeng Inc. | Senior UI designer | Beijing

Jun 2018 - May 2020

- Led the optimization of the Xpeng app's community section and integrated a new e-commerce feature, resulting in an enhanced user experience and a notable uptick in user metrics, including a 12.6% growth in total users, a 8.2% increase in daily active users, and a 15.5% boost in monthly active users.
- Mentored department designers to improve team design capabilities and output quality.

Autohome Inc. | Senior Visual Designer | Beijing

Jun 2015 - Jun 2018

- Managed the creation and debut of the visual style for prominent events, effectively boosting brand visibility.
- Redesigned Car Mall merchant backend UI, enhancing user experience and operational efficiency.
- Led the design and launch of the "Car Factory" game, which notably boosted the Car Mall's conversion rate and user retention, amassing 125,328 registered users, while achieving a conversion rate of 0.08%.
- Led the planning and design of Smart Car Selection App - MOA, reducing company customer service workload and improving user car selection efficiency.

Qunar Inc. | Visual Designer | Beijing

May 2014 - Jun 2015

- Produced campaign materials and set advertising design standards to increase brand awareness.
- Designed UI for major online events and mini-games, achieving high user engagement.
- Spearheaded UI redesign for homepage and sales backstage, elevating user experience and operational efficiency for the team
- Shared design expertise, boosting team's overall design capabilities.

Cockatoo & Friends Co., Ltd. | Design Leader | Beijing

Mar 2016 - Present

- Established the design language for the largest drone club in North China, enhancing brand image and expanding influence.
- Designed systematic VI, logo, T-shirts, related product packaging, etc.
- Participated in analyzing project strategies (development, promotion, expansion). Worked closely with colleagues to align design with business goals for cohesive branding and products.

Education

Bachelor's Degree in Japanese Arts | Tianjin University of Technology | Tianjin

Sep 2010 - Jul 2014

Languages

Chinese   English

Certificates

Google UX designer certificate | Google coursera

Jul 2024

Adobe Certified Associate in Graphic Design | Adobe

May 2011

Japanese-Language Proficiency N1

Jan 2013

Skills

Prototyping	Wireframing	Sketch
User Research	Agile Methodology	Usability Testing
Design Thinking	Cargosite	Mobile Design
Interaction Design	Design Systems	Webflow
Information Architecture	Figma	