

Mei Chai

UX Designer



CONTACT



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meichai.net

SKILLS

UX DESIGN

- Data analysis
- User Research
- User testing
- Wireframing
- Prototyping

TOOLS

- Figma
- Protopie
- Maze
- Miro
- Dify & Coze

LANGUAGES

- English(Fluent)
- Italian(Beginner)
- Chinese(Native)

PROFILE

I'm Mei, a UX designer with a passion for building intuitive, emotionally resonant digital experiences. With a background in Digital Interaction Design from Politecnico di Milano and hands-on experience in user research, data analysis, wireframing, prototyping, and usability testing, I design digital experiences that are both intuitive and emotionally resonant. I approach problems with a balance of analytical thinking and creative exploration—translating complex insights into clear, actionable solutions.

I'm especially interested in how AI and design intersect to shape more adaptive, context-aware user experiences.

EXPERIENCE

© LEAD INTERACTION DESIGNER (REMOTE)

NOV. 2024 - PRESENT

LIBA SPACE

California, United States

As the lead designer on the project, I was responsible for overseeing the entire design process of **CrackInterview.ai** and **Jobnova.ai**—from research to final delivery. I led the interaction and UX strategy, collaborating with a design intern who supported visual design tasks such as UI refinement, poster creation, and marketing assets.

- Led interaction and user flow design for core features, including job matching, AI mock interviews, and feedback visualization.
- Conducted user research and competitive analysis to uncover pain points and prioritize key features.
- Designed conversational flows for AI interviewers, ensuring natural, role-specific dialogue patterns.
- Ran usability tests and iteratively improved designs based on user behavior and feedback.
- Contributed to the development of AI-driven job matching and interview simulations that delivered relevant roles and actionable insights to users.

© INTERACTION DESIGNER (INTERNSHIP)

JUL. 2024 - SEP. 2024 . 2Ms

CRRG ROLLING STOCK RESEARCH INSTITUTE CO., LTD

Qingdao, China

Optimized user research processes for the subway maintenance

EDUCATION

◎ MASTER, DIGITAL AND INTERACTION DESIGN

Politecnico di Milano
(2023 QS Art and Design
Ranking: 6)

Sep 2022 – Jul 2025
Milano, Italy

◎ PRODUCT DESIGN

Jilin University
(Leading national research
university)

China

Interests

SCUBA DIVING

CLIMBING

SCI-FI (BOOKS & FILMS)

MODEL KIT ASSEMBLY

CROCHET

system app and backend, conducting interviews and observations to gain insights into user pain points and challenges. Findings informed the redesign of workflows and interface elements to improve efficiency and reduce user errors.

- Improved maintenance workflows by streamlining processes and task allocation, boosting both efficiency and operational effectiveness.
- Enhanced the system's visual design to reduce cognitive load and increase user satisfaction, aligning the experience with user-centered design principles.

◎ USER RESEARCH SPECIALIST

DEC. 2019 - JUN 2022 . 2.5Ys

BEIJING SMART WALNUT EDUCATION

Beijing, China

Led user research and usability testing for an online education platform, developing user personas, journey maps, and testing strategies to inform design decisions.

- Led comprehensive user research initiatives covering persona development, requirement specification, brand health assessment, media strategy, NPS analysis, usability studies, and product testing.
- Generated actionable product optimization recommendations based on in-depth behavioral research, leading to measurable improvements in engagement and business performance.
- Enhanced user data collection methods across the customer journey, enabling more personalized and insight-driven design decisions.
- Codified and shared research insights across teams, fostering a user-centered culture within the organization.

KEY PROJECTS:

- **Walnut Programming Learning Path Optimization:** Conducted large-scale user research for children aged 4–7 and 7–12, optimizing 50+ learning paths—resulting in a 20% improvement in study effectiveness and a 60% reduction in system errors.
- **Purchase Behavior Analysis:** Designed and launched new product features based on deep analysis of parental decision factors (e.g., price, experience, tutor quality, learning style, service), driving a 30% increase in sales.

◎ UX DESIGNER

NOV. 2015 - DEC 2019 . 4Ys

SOHU.INC (LEADING CHINESE TECHNOLOGY COMPANY)

Beijing, China

- Designed key interaction flows for Sohu's social media platform Huyou, focusing on feed streams and instant messaging modules to enhance user engagement.
- Independently designed and launched Sohu Moke, a social tool that achieved 3,000+ daily active users post-launch.
- Restructured the user account system and database to support real-name verification and account consolidation, improving backend scalability and user management.
- Contributed to defining, documenting, and maintaining Sohu's interaction design principles and standards across product teams.