

# YUQING WEI

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## EDUCATION

**Shanghai Jiao Tong University (SJTU)**, Shanghai, CN 09/2021-06/2026

**Major:** Industrial Design at School of Design; **GPA:** 3.51/4.00 (85.42%)

**Bachelor of Engineering**, Expected July 2026

## RESEARCH

**Reshaping Inclusive Interpersonal Dynamics through Smart Glasses in Mixed-Vision Social Activities** 06/2025-10/2025

*Research Assistant, supervised by Prof. Jiao Yang from The Future Laboratory, Tsinghua University*

- ✧ Focused on AI glasses in mixed-vision collaboration, investigating their impact on equitable interaction between blind/low-vision (BLV) and sighted students
- ✧ Proposed a TTRPG-based experimental format to simulate real-world collaboration and reduce lab effect, designing an original TTRPG, The Wizard of Oz: Echoes of Chaos, and preparing all associated experimental materials
- ✧ Contributed to academic writing and editing, including related works, methodology, and experimental sections, enhancing clarity and scholarly expression

## INTERNSHIPS

**Lenovo | Shanghai, CN**

*Industrial Designer* 06/2024-08/2024

- ✧ Assisted in robot R&D by designing charging station concepts, analyzing 10+ competitor products, and producing sketches; the base design was adopted for the project
- ✧ Supported prototype iteration with the development team; conducted time, distance, and turning stability tests integrating engineering feedback and design requirements, and prepared test reports
- ✧ Contributed to the design of Lenovo Research Institute's logo and visual identity system.

**Walt Disney | Shanghai, CN**

*Product Designer* 04/2025 -09/2025

- ✧ Conducted market research on Zootopia products and trending items (e.g., Popmart), analyzed findings, and developed design proposals
- ✧ Researched user demographics and IP applicability for Potdemiel lifestyle products, analyzed product types, and produced a product direction report to support market operations and product integration
- ✧ Investigated materials based on character traits and target age groups, ensured product safety, and created a materials guideline to enhance R&D efficiency

**Food Fantasy game events | Shanghai, CN**

*Game Illustrator* 01/2023-03/2023

- ✧ Designed and illustrated event pages for the mobile game Food Fantasy.
- ✧ Crafted event visual identity for the "Puppet Show" theme, incorporating classical textures and

cel-shaded style

## KEY PROJECTS

### Nestle x Vehicle Design | Industrial Designer

09/2024-01/2025

- ✧ Conceptualized interior space utilization solutions for young MPV owners, addressing privacy needs and proposing optimization directions
- ✧ Developed detailed questionnaires and conducted team interviews to research space requirements, usage patterns, and purposes, producing a comprehensive user research report.
- ✧ Executed the vehicle exterior based on interior layouts, optimizing storage and expandability of secondary spaces

### Homeward x Amblyopia Training Device | UX Designer

02/2024-06/2024

- ✧ Conducted research on amblyopia patients' needs and feedback, identifying that serious training reduces children's engagement, and derived key pain points and design concepts
- ✧ Developed a game IP and produced complete UI assets, defining the art style for both game interfaces and physical toys, and completed animations and poster designs
- ✧ Collaborated with team members to fabricate physical toys and compose music for animations, enhancing the overall audiovisual experience

### Ambulance Emergency Simulator | UX Designer

09/2024-10/2025

- ✧ Designed the simulator interface to meet the requirements of emergency scenario simulations
- ✧ Conducted user testing to optimize interface layout and interaction design

## LEADERSHIP

Director, "Night of Huajiao" (Joint Event by **SJTU** & East China Normal University), 2023

- ✧ Planned and oversaw the visual strategy for the event, ensuring the design style reflected the joint identity of both universities
- ✧ Led the team to create key visuals, tickets, posters, and other materials, strengthening the cross-campus collaboration image

Director, "Refracted Memories" (Original Art Association, **SJTU**), 2024

- ✧ Led the visual design for the original art event, integrating the theme and innovative elements to ensure alignment with the association's artistic vision
- ✧ Collaborated with the team to produce main screens, tickets, posters, and other event materials

## OTHERS

**Expertise:** User Research, 3D Modeling & Programming, UX/UI Design, Graphic Design & Illustration  
Storytelling, Team Collaboration

**Software & Tools:** Proficient in CAD, SolidWorks; programming experience in C++, C, Processing

**Special Achievements:** Independent Illustrator & Content Creator with 200K+ followers across platforms

**Languages:** Mandarin (Native), English (Fluent)