

Nicole Wei

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Education

Washington University in St. Louis

Sam Fox School of Design & Visual Arts
Candidate for BFA in Communication Design, 2027
Minor in Human Computer Interaction
GPA 3.94 / 4.0

Activities

Gender Violence Database St. Louis, MO

UI/UX Designer & Developer, October 2025 - Present
Redesigning the project website to clarify purpose and improve data navigation. Conducting user research studies to inform information architecture and visual design decisions.

RSQ Highway St. Louis, MO

Project Initiator & UI / UX Designer,
September 2023 - December 2023

Founded a research project to design a visual legal database on wildlife conservation in China under the supervision of Princeton researcher Dan Liang. Partnered with 10+ global conservation scholars and citizen scientists from BRC Guangxi to conduct user interviews and research.

Aranya Theater Festival Beidaihe, China

On-site Artist & Group Leader, May - June 2023

Led a team of six and local builders to construct "Cradle to the Grave", a mixed media outdoor installation designed for coastal durability for the 2023 "Migratory Birds 300" exhibition (top 8% of submissions). The project was featured in the festival's highlight reel and recognized by curators.

Award

2nd Place, BeWater Annual Web3 Hackathon

UI / UX Designer, San Francisco, CA, May 2023

Worked with full-stack developers to ship an NFT-based AI model training and distribution platform MVP under a 2-week timeline. Project secured 2nd place in hackathon NFT track and a \$5k grant.

Skills

Figma, Adobe Suite (Photoshop, Illustrator, InDesign, Premiere)
Final Cut Pro, Procreate
HTML, CSS, JavaScript (Processing, p5.js, GSAP)
Blender, Shapr3D, TouchDesigner

DePHY Mountain View, CA

Design Lead, January 2024 – June 2024

Worked with founders and developers to craft DePHY's landing page, branding, and public-event materials, ensuring consistency with product strategy and visual standards. Designed and prototyped industrial-grade hardware—including crypto mining devices and a smart plug for a partner company—and coordinated with overseas factories to optimize production. Developed user-friendly product packaging and manuals emphasizing clarity and elegance.

Dino Labs Palo Alto, CA

Co-Founder & UI / UX Designer,
January 2023 – December 2023

Worked with full-stack developers to design responsive, high-fidelity prototypes, design systems, and branding for multiple iterations of event platform dino.live, driving 5K+ visits and 1K+ user sign-ups in the first month. Created promotional assets for events at Stanford Blockchain Conference and NFT NYC 2023, boosting social engagement by 3K+ followers. Contributed to investor pitches that secured \$100K in grants from MiraclePlus (formerly YC China).