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

EXPERIENCE

HOUR Studio *Chicago, IL*
Part-time designer, Feburary 2026 – Present

Contributing to the redesign and front-end development of the studio's new website. Compiling visual documentation assets, including curated video captures and still imagery of past web-based deliverables.

X Academy *Shanghai, China*
Teaching Assistant, July 2024 – August 2025

Taught introductory workshops on user-centered design and Figma fundamentals to high school student. Mentored hackathon teams on web development, contributing to 1st place Humanities and Design Track wins for creativity and execution.

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, crypto mining devices and a smart plug for a partner company, and coordinated with 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-fi 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).

ACTIVITIES

WashU Humanities Digital Workshop *St. Louis, MO*
UI/UX Designer & Developer, October 2025 - Present

Leading the redesign of the Gender Violence Database website UI and visual identity to clarify content structure and improve data accessibility. Implementing front-end solutions while collaborating with back-end engineers to support the site-wide launch.

Aranya Theater Festival *Beidaihe, China*
On-site Artist & Group Leader, May 2023 - 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

Honorable Mention, Awwwards
Web Designer, Jan 2026

2nd Place, BeWater Annual Web3 Hackathon
UI / UX Designer, May 2023

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

SKILLS

Design: Figma, Adobe Creative Suite (Photoshop, Illustrator, Indesign, Premiere), Final Cut Pro, Procreate

Front-end & creative coding: HTML, CSS, JavaScript (Processing, p5.js, GSAP, three.js)

3D & Interactive Media: Blender, Shapr3D, TouchDesigner, Unity