

# Nicole Wei

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[ncwei.com](http://ncwei.com)

## 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

### HOOR Studio Chicago, IL

**Part-time designer**, February 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, 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-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.

### 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 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

### 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 of the hackathon and a \$5k grant.

### Honorable Mention, Awwwards

**Web Designer**, Jan 2026

## SKILLS

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