Dave Cai

Product Designer

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Professional Experience

Trofimo - UX Designer, Associate Product Manager
Feb 2024 - Present (Contract); May 2023 - July 2023 (Internship) • Seattle, WA

- Leading the end-to-end UX design iteration and product management of the Dynery app with Product Owner and Developers, refining the IA, interaction flow, and UI details from users feedbacks.
- Crafted video prototypes for Dynery app, highlighting the market fit, user journey and solutions, securing over $150K investment in under 6 months.

Sony - Graduate Product Designer
Jan 2024 - Present • Seattle, WA • Sponsored Project

- Performed user research and product design to innovate Sony's home entertainment products' engagement that integrate with spatial experience.
- Dived into product use-cases ideation, business strategy, and design iteration process and work closely with the in-house Product Planning team.

TMS - Product Experience Manager Intern
Jun 2023 - Aug 2023 • Chicago, IL

- Coordinated cross-functional teams to manage product roadmaps, workflows, user stories, and tracked product builds with JIRA & SmartSheet, which led to enhanced client satisfaction and boosted team productivity.
- Leveraged human centered design principles to evolve T-Mobile Tuesdays (now rebranded as T-Life) app's UX, achieving an 8% increase in user retention that exceeded client objectives.

Lime - Graduate UX Research
Jan 2023 - Mar 2023 • Seattle, WA

- Investigated new and active user experiences in ride-sharing by conducting a evaluative & comparative usability study on a competitor's app and vehicle.
- Delivered research insights on issues, impacts, and recommendations to technical and operational stakeholders for future vehicles & app's iteration.

Projects

"Squad Up!" as UX Researcher & Designer, TMS Intern Capstone Project
- Crafted a gamified mobile app demo for McDonald's global campaign, targeting to boost global Gen-Z customers' engagement.
- Coordinated project's strategy, UX, creative production with cross-functional teams, and presented solution to various stakeholders.

"Cicerone" as UX Designer, User-Centered Design Class project at UW
- Performed co-design sessions with blind & visually impaired participants and delivered a solution with high-fidelity prototype.

Education

University of Washington   Seattle, WA
September 2022 - June 2024   GPA: 4.0

MS, Human Centered Design & Engineering

University of Connecticut   Storrs, CT
August 2016 - May 2020   GPA:3.9

BA, Digital Media & Design

Research Experience

- *Driver Interactions with ADAS in Shared Autonomy Vehicles* - **HCI Research Paper**
- *Impact of Digitization of Financial Products and Services on Older Adults* - **Qualitative UX Research Study**

Skills

Product Design
User Research, Wireframe, IA, User Flow Diagram, Sketching, Card Sorting, Visual Design, Interaction Design, Low-Fidelity to High-Fidelity Prototyping, A/B Test, Usability Test, Accessibility, UI Design

Product Management
Project Roadmapping, Agile, Scrum, User Stories, CMS, SEO, Analytics tools

Digital Media
Graphic Design, Motion Design, Video Production, Web Design, Digital Marketing

Developing
Arduino, Python, HTML, CSS, JavaScript

Tools
Figma, Sketch, Mural, Abstract, Jira, AzureDevOps, Trello, SmartSheet, ProductPlan, Adobe Illustrator, After Effects, Microsoft Office, DaVinci Resolve

Soft Skills
- Extensive cross-functional and global team collaboration experience.
- Ability to communicate complex information in an accessible manner.
- Excellent visual & verbal communication and documentation skills.