# Brenda Wei Cai

**UX/UI Designer**

[brendaweicai@gmail.com](mailto:brendaweicai@gmail.com) | [LinkedIn](#) | [Portfolio](#) | **(703) 755-0855**

Versatile and skilled UX/UI designer with sales and service industry expertise, focusing on creating engaging digital experiences with a human-centered approach. Enthusiastic about leveraging skills and experiences to drive innovative solutions and deliver exceptional results.

## SKILLS
**UX/UI Skills:** Wireframing, Users Interface Design, Prototyping, User Flows, User Experience Research, Creative Problem Solving, Team Collaboration, User Interviews, User Research Synthesis, Affinity Mapping, Information Architect, Card Sorting, Competitive & Comparative Analysis, Personas, Iterated Sketches, Usability Testing and Interviewing, UX Presentations, User Interface, Task Analysis
**Technical Skills:** Figma, Optimal Workshop, Google Applications, Jira, Trello, Canva, Notion, Canva

## EXPERIENCE
**Internship, Social Currant, 2023**
- Produced work leading to the acceptance of Social Currant into Cohort #6 of Higher Ground Labs, an accelerator in the political tech space highlighting companies building for change.
- Collaborated with Chief Design Officer and 3 other UX contractors during a four week agile sprint to implement 20+ new visually appealing and functional screens for various sections, including landing page, creator profiles, skeleton loading screens, and brand view matches
- Actively participated in design studios, collaborating with fellow interns and contractors to exchange ideas and enhance creative output
- Worked closely alongside the chief design officer, leveraging their expertise to ensure high-quality design standards and cohesive user experiences
- Collaborated effectively with the Product Manager and Engineer Lead, prioritizing user experience while aligning with development requirements
- Demonstrated strong project management skills by assessing constraints, prioritizing tasks, and establishing a realistic scope of work

**User Experience Design Immersive Fellow, General Assembly, 2023**
- Successfully completed 500+ hours of expert-led instruction in User Experience training of hands on design fundamentals and designed 5 client based projects both individually and as a team that utilized UX methodologies and techniques.

**Sales Development Representative, Storyblocks, 2022**
- Managed consistent prospecting, cold calling and worked on creating effective email communication strategies
- Generated outbound leads, consistently meeting weekly targets and tracking progress via Salesforce and Outreach
- Worked with enterprise sales team to collaboratively reach targets, consistently meeting and exceeding personal quotas

**Government Account Representative, Carahsoft, 2020-2021**
- Responsible for set revenue expectations and achievements
- Consistently increased in monthly bookings by 15%
- Manage sales pipeline and navigate through Carahsoft Sales tools(database) in order to accurately build pricing documents, processing purchase orders, and requesting pricing from vendors

## PROJECTS
**[Bottomless Closet](#)** | **Website Redesign** | **UX Designer, December 2023**
- Participated and emerged as the winner in GA Winter Hackathon
- Collaborated in a cross-functional team of 5 UX Designers and 5 Software Engineers
- Streamlined the user journey through all stages of the UX process, from research and ideation to prototyping, testing, and iterative improvements.
- Worked closely with developers to seamlessly integrate UX solutions, ensuring alignment with social impact goals and Bottomless Closet's mission.
- Innovated solutions for user empowerment in attire selection, resume help, workshops, and interview preparation.
- Successfully navigated dynamic challenges within a hackathon, celebrating small wins and fostering a culture of continuous learning.

**[EatUnbound](#)** | **Web App Design** | **UX Designer, April 2023**
- Collaborated with  Research Lead in conducting user research and gathered insights to understand the needs and pain points of restaurant owners and head chefs in managing their listings and updating menu items.
- Conducted research and user interviews with Research Lead for 7 different restaurant staff
- Supported UI Lead to create wireframes, interactive prototypes, and UI designs that effectively communicate the desired functionality and features of the dashboard.
- Conducted usability testing with Research Lead and gathered feedback from users to iterate and improve the design of the dashboard.
- Ensured visual consistency and alignment with the overall brand identity of Eat Unbound while designing the dashboard before presenting final findings to client

**[ClassFindr](#)** | **Native Web App** | **UI Lead, March 2023**
- Researched and designed ClassFindr, a platform to help college students find the courses they need to graduate on time.
- Conducted secondary research to identify pain points and needs of college students related to finding and enrolling in courses.
- Designed site map, user flows, mid/high-fidelity prototype based on sketches
- Conducted user testing and implemented feedback to improve user experience and increase platform usage.

**[Pastries by Randolph](#)** | **Ecommerce site redesign** | **UX Designer, February 2023**
- Redesigned an existing e-commerce site, Pastries by Randolph, with the objective of increasing business traffic and optimizing digital marketing efforts.
- Conducted secondary research, heuristics and competitive/comparative analysis as well as user research and interviews
- Developed a mid,fidelity prototype for a website redesign, including color palettes, typography, imagery, and implementing research.

## EDUCATION
**General Assembly**, Design Immersive, Jan 2023 - April 2023
**American University**, BA in Mass Communication/Media Studies