

# Ruoxin Florence Bai

## UX Designer

[florencebai.com](http://florencebai.com)  
[rruoxin@gmail.com](mailto:rruoxin@gmail.com)  
(626) 367-9497

### Work Experience

#### Tesla | UX Design Intern

Dec 2024 – PRESENT

Designed high-impact customer-facing web and app experiences, creating innovative product education flows that guide diverse customers in discovering the ideal Tesla products and charging solutions. Collaborated with product managers and engineers to deliver intuitive, responsive digital interactions.

#### DiDi | Product Designer

JUL 2021 – JUL 2023

Developed market-launched products like MONA (private EV) and D1 (ride-hailing EV) from the ground up, focusing on seamless rider journeys and intuitive HMI UI/UX across various touchpoints. Collaborated with cross-functional teams to enhance core service capabilities, creating a seamless riding experience through aligned research, design, engineering, and product management.

#### L.A. Public Library | Project Freelancer

JAN 2021 – JUL 2021

Delivered focused UX research and design for Los Angeles Public Library's rebranding, developing market research strategies, creating innovative UX design concepts for app, web, and physical environments, and conducting over 6 co-design workshops with local teenagers and librarians.

### Certification

#### Stanford Machine Learning Specialization

Build machine learning models with Python.

#### Meta Front-End Developer

Create a responsive website using HTML for structure, CSS for style, and JavaScript for interactivity.

#### Google UX Certification

### Education

#### ArtCenter College of Design

2019 – 2025

Master of Science in Transportation and System Design

#### Virginia Tech

2014 – 2019

Bachelor of Science in Environmental and Residential Design  
Minor in Visual Art and Society

### Skills

#### Design

Interaction Design · User flows · Illustration · Storyboarding · Wireframe & Mockups · Strategy & Vision Presentation · 3D Modeling & Rendering · Style guides

#### Prototyping

Figma · Sketch · Adobe Creative Clouds · Principle · InVision · Protopie · Blender · Unreal Engine · HTML/CSS · JavaScript · Keynote ·

#### Research

Ethnographic research with PHRP certificate · Usability studies · A/B Testing · Quantitative and qualitative survey · Persona development · Journey mapping · Collaborative research.

#### Collaboration

Organizing workshops · Facilitating design critique · Self starter · Detail oriented · Flexible · Communicative