

Christina (Ziying) Wei

<http://www.christina-wei.com>

✉ christina.wei@mail.utoronto.ca | 📞 647-223-9223 | Toronto, Canada | [in christinawei](https://www.linkedin.com/in/christinawei)

Research Interests

Human Computer Interaction, User Experience Design, Conversational Agents, Financial Technology

Education

PhD in Human Computer Interaction | University of Toronto | 2022 - 2026 (expected)

Master of Mathematical Finance | University of Toronto | 2007 - 2008

Bachelor of Math in Computer Science & Actuarial Science | University of Waterloo | 2002 - 2007

Skills & Proficiencies

- User journey mapping
- Wireframes, interaction flows
- Personas
- Usability testing
- Moderated interviews
- Participatory design
- Product vision, roadmap, and execution
- Agile-driven delivery model
- Familiarity with AI/ML technologies
- Experience with organizational knowledge
- Python, R, SQL, NodeJS
- Microsoft Teams, SharePoint, Flow, Power BI

Research Experience

Research Assistant | University of Toronto | Jun 2022 - Present

Researching the following topics under the supervision of Dr. Anastasia Kuzminykh:

- Systematic literature review on the effect of conversational architecture design elements on the perception of conversational agents
- Explore the effects of speech disfluencies (e.g. fillers, repetitions) on the perceptions of artificial agents and the perception of information

Research Participant | Toronto Human-AI Interaction Summer Research School ([THAIRS](#)) | University of Toronto | Jun 2022 - Aug 2022

Selected to participate in summer research school, investigating older adults' perceptions and preferences in the personalities and conversation styles of smart speakers

- Designed semi-structured interview scripts and interaction scenarios
- Conducted interviews with participants
- Transcribed recordings and performed bottom-up thematic analysis

Professional Experience

Assistant Vice President, Emerging Technology | Manulife Financial | Feb 2019 - Jun 2022

Managed a team of product managers, designers and engineers focused on improving customer experience through new digital channels.

- Implemented a [chatbot for withdrawal inquiries](#); enabled live chat for real time engagement; and Alexa skills for account inquiries
- Performed discovery research on the capabilities and usages of conversational interfaces

- Conducted user research through interviews and prototype testing for product design
- Analyzed user behavioural data to identify areas of improvement
- Defined launch plans and communications in collaboration with product leadership team

I also spearheaded various emerging technology initiatives:

- Championed [Microsoft Teams rollout](#) across the business unit
- Organized hackathons across 6 geographical locations with over 200 participants with external partners such as Microsoft, Cognizant and Unqork
- Worked closely with FinTech companies through MassChallenge FinTech program and integrated several new startup offerings into our business.

Lead Product Manager | John Hancock Financial | Oct 2015 - Feb 2019

Responsible for product direction of automation capabilities to increase operational efficiency.

- Led robotics automation team to deliver automated and streamlined processes with high degree of accuracy, saving over thousands of manual hours per year
- Worked closely with product and operations to define and prioritize automations that significantly reduced bottlenecks in manual processes

Director, Business Analysis | John Hancock Financial | Jul 2011 - Oct 2015

Managed cross-functional business analysis team within global wealth asset management.

- Spearheaded business case to expand private markets offerings to institutional investors
- Acted as technical product owner across initiatives for US Retirement business unit

Director, Financial Engineering | Nexus Risk Management | Sep 2012 - Nov 2013

Nexus is a boutique firm offering consulting and software in asset liability management. I owned the product direction for our hedging module and real time trading platform.

Financial Engineer | Algorithmics Inc. | Jan 2008 - Jul 2011

Algorithmics provides a suite of solutions to help clients manage their enterprise risk exposures. I managed the product roadmap and implementation for Real Time Credit Engine (RTCE).

Teaching Experience

Teaching Assistant, Representing UX | University of Toronto | Winter 2023 (Ongoing)

Representing UX (INF2192) taught by Prof. Sarah English is a graduate course enabling students to apply their skills to real-world projects partnering with community organizations.

- Assess students' deliverables during discovery, define, design & evaluation phases, providing feedback and guidance along their journey
- Evaluate project status on a weekly basis

Teaching Assistant, UX and Board Games | University of Toronto Mississauga | Fall 2022

User Experience Design and Board Games (CCT419) taught by Dr. Steve Szigeti is a fourth year undergraduate course using board game design to learn and practice concepts such as user interface, user experience, materiality, gamification and game theory.

- Delivered two lectures on user testing fundamentals
- Provided in class support to students on the design their own board games

- Marked assignments on game critiques (e.g. mechanics, game heuristics, feedback, world view), user evaluation report on their board game prototypes, as well as assessing the quality of students' final board game submissions

Teaching Assistant, User-Centered Systems for Communication | University of Toronto | Fall 2022

User-Centered Systems for Communication (INF2208) taught by Dr. Anastasia Kuzminykh is a graduate course that allows students to learn about the design of systems for communication by giving them fundamental theoretical knowledge and an understanding of practical design aspects.

- Marked assignments on students' journey on designing a communication feature such as desk research, formulating project goals, and functionality proposals.
- Led tutorials on formulating research questions and designing semi-structured interviews

Interesting Projects

FinaBot - Financial Wellness Companion | University of Toronto | Fall 2022

[FinaBot](#) is a speculative design project reflecting critical perspectives on post-humanism, algorithms, and biases. It is a group project created for a Critical Making course.

- Embodied conversational agent to assist users in their spending decisions
- Explore concepts of machine making decisions for humans vs. humans overriding machine's decisions, as well as built-in biases exists in its algorithm
- Project featured by UofT Faculty of Information in their Twitter feed and newsletter

Speaking Engagements

Digital Automation via AI & RPA in Financial Institutions | Atlanta, June 2019

Speaker: Demystifying AI & RPA and developing the skillset of your employees

CPA National Technology Forum 2019 | Toronto, May 2019

Panelist: How to use blockchain to address today's business issues

Pacific Innovation & Executive Club | Toronto, July 2018

Speaker: Define your unique leadership seminar

Licenses / Certifications

Chartered Financial Analyst (CFA)

Certified Scrum Product Owner (CSPO)

LUMA Institute Certified Practitioner