

MENGYING LUO

PRODUCT DESIGNER | INTERACTION DESIGNER

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Mengying is a multi-faceted product designer with a focus on UI/UX, Gen-AI, Advertising and Front end Coding. Her diverse experience spans collaborations with tech startups, advertising agencies, and luxury fashion brands.

WORK EXPERIENCE:

Lead UX Designer

Media Agency – Oever, Irvine, CA | Aug 2024 – Present

- Lead the 0-1 design and launch of a responsive, multilingual marketing website promoting eastern cultural events and product, enabling world-class artists to expand their U.S. market. Within the first 6 months, the site attracted **60K+** visitors, resulting in partnerships with **20+** sponsors and generating **\$2.5M+** in sales.
- Spearhead the end-to-end UI/UX design and strategy for the e-commerce platform, translating the rich essence of cultural heritage into a modern and high-converting digital shopping experience, balancing local **advertiser goals** with clean user flows, giving first-hand insight into ad-buyer needs.
- Collaborate with PM, copywriter and engineer to identify pain points, balance business needs and iterate on design with **200+** prototypes. Leverage AI to generate creative campaign assets and strategy, piloting workflows for human-AI collaboration in digital marketing.

Founding AI Product Designer

Syncro Startup, New York, NY | Jan 2024 – Jul 2024

- Led the 0-1 UI/UX design for an **AI Multimedia Prompting** Platform and trust-based automation for advertiser creative assets, resulting in a **43%** increase in ad engagement and **32%** faster asset discovery.
- Implemented design solutions based on user research, data analysis and business goals and created a design system. Collaborated with a cross-functional team to define **product roadmap and strategy**, prioritize features and conducted **50+** user testings.

Ads Experience Intern

Fashion Brand – Adam Lippes, New York, NY | Feb 2023 – May 2023

- Designed and optimized **multi-channel ad experiences** (email, web, and social), boosting **40% CTR** and **60% inquiries** among **80K+** subscribers.
- Conducted user and engagement analysis through Klaviyo, translating behavioral insights into actionable ad-content and layout improvements.

EDUCATION:

Parsons School of Design – Design and Technology – STEM MFA with Distinguished Scholarship

Sep 2022 – May 2024 | New York, NY

Cornell Tech – Product Design & Startup – Selected exchange student from Parsons

Sep 2023 – May 2024 | New York, NY

School of the Art Institute of Chicago (SAIC) – Interaction Design – BFA with Merit Scholarship

Sep 2019 – May 2022 | Chicago, IL

TOOLKITS:

Figma, Adobe CC, Mural/Miro, Klaviyo, Midjourney, Prompt Tuning,
HTML CSS, Javascript/p5.js, React, WebGL, Python, Framer, Webflow, Shopify
