

# MENGYING LUO

FULL-STACK PRODUCT DESIGNER

(312) 722-0801  
Lmyiris99@gmail.com  
mengyingiris.com

Experience leading 0-1 product systems across AI, ads and content discovery – translating ambiguous user intent into adaptive and multimodal experiences.

## WORK EXPERIENCE:

### Product Design Lead

Media Agency – Oever, Los Angeles, CA | Aug 2024 – Present

- Designed and built the 0-1 responsive multilingual content discovery platform in Webflow, helping global audiences to discover eastern cultural heritage and world-class performances. Drove **200K+** site visitors, resulting in partnerships with **20+** sponsors and generating **\$2.5M+** in sales.
- Led the UX and product strategy for a **cross-cultural commerce** platform, translating complex heritage narratives into high-converting digital shopping journeys. Architected browsing flows, content modules, and decision paths balanced advertiser goals, user behavior, and cultural authenticity.
- Designed and implemented **AI-assisted content and prototype generation workflows** using Claude and Flora, improving speed and consistency of creative production across distributed teams. Partnered with CEO, content strategist, researcher, visual designer and engineer to align product direction with business growth, iterating through **200+ rapid prototypes** to validate solutions across user and stakeholder needs.

### Co-Founder/ Product Designer

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

- Led 0-1 product design of a **multimodal** AI recommendation system that translates advertiser intent into curated, brand-aligned music from emerging creators, prototyping the interaction patterns for query refinement, search result navigation, and human-in-the-loop control across an agentic workflow – driving a 43% increase in ad engagement and 32% faster asset discovery.
- Conducted and synthesized insights from **80+ user sessions** to balance subjective visual cues and objective performance data across multimedia advertising workflow and created a scalable design system.
- Collaborated with ML engineers, founder and business strategist to align model capabilities with user-facing workflows, ensuring outputs were interpretable, controllable and actionable.

### Growth Designer

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

- Designed and optimized **multi-channel visual experiences** (email, web, and social) for a luxury fashion brand, boosting +40% CTR, +20% inquiries and **+25% subscriber growth**. Built repeatable frameworks for content optimization and audience segmentation, improving efficiency of campaign iteration.

## 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, Klaviyo, Midjourney, Prompt Engineering, Claude/Cursor  
HTML CSS, Javascript, React, WebGL, Python, Framer, Webflow, Shopify