

MENGYING LUO

FULL-STACK PRODUCT DESIGNER

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

Experience leading 0-1 product systems across AI, emerging media and creator ecosystems — translating ambiguous user intent into trusted, engaging and monetizable experiences.

WORK EXPERIENCE:

Founding Product Designer

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

- Designed and built the 0-1 multilingual content discovery and commerce platform in Webflow — architecting IA layouts, navigation, and conversion flows across desktop and mobile web experiences — bringing world-class Asian artists and live performances to global audiences, driving **5M+** site visitors, securing **30+** partnerships, and generating **\$4M+** in sales.
- Built and scaled audience engagement strategy across web, social, programmatic display, NYC art community outreach, and creator partnerships, using cultural context, audience feedback, and performance signals to refine content modules, visual systems, and ticket-conversion paths.
- Established an **AI-native design-to-build workflow** in Claude, codifying design systems, research insights, and content guides into reusable context skills, prompting frameworks, and evaluation rubrics. Partnered with the CEO, engineer, content strategist, and market researchers to align product direction with business growth, executing 500+ rapid prototypes to validate user and stakeholder needs and enable earlier tradeoff discussions.

Co-Founder/ Product Designer

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

- Designed a 0-1 agentic music discovery and licensing platform that translated ambiguous creative intent into structured, explainable, and actionable media recommendations for advertisers and emerging creators.
- Architect creator-facing workflows for multimodal search, query refinement, result exploration, shortlist building, licensing constraints, and human-in-the-loop decision controls.
- Synthesized insights from **80+** user sessions to balance subjective creative judgment with performance signals, creator-partner needs, and monetization opportunities while partnering with ML engineers, founders, and business strategists to map model capabilities and licensing constraints.

Founding Product Designer

AI Travel Agent Startup - Honeybot, New York, NY | Jul 2023 - Jan 2024

- Designed a 0-1 AI travel planning agent that helps couples make personalized bookings and drives conversion for international hospitality partners through intent-aware decision surfaces and dynamically composed itinerary flows. Prototyped query-responsive flows for content generation and option comparison.
- Conducted and synthesized insights from **60+** user tests into recommendation logic, itinerary interaction patterns, and human-in-the-loop controls while partnering with engineer, lawyer, and business strategist.

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, Prompt Engineering, Claude/Cursor, HTML CSS, Javascript, React, WebGL, Python, Framer, Webflow, Shopify, Klaviyo, Midjourney, Flora, Runway ML, Unity, TouchDesigner, Adobe CC