

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, Creative Direction and 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 UI/UX design and launch of a responsive, multilingual **content discovery platform** enabling global audiences to browse and discover cultural performances and artists, developed by Webflow. Within the first year, the site attracted **100K+** visitors, resulting in partnerships with **20+** sponsors and generating **\$2.5M+** in sales.
- Spearhead the end-to-end UX strategy for an e-commerce platform, translating cultural heritage into a modern, high-converting digital shopping experience. Designed **browsing and evaluation flows** that balance **cross-cultural** advertiser goals with intuitive user journeys, providing direct insight into advertiser needs.
- Collaborate with PM, content strategists and engineers to identify pain points, balance business needs and iterate on design with **200+** prototypes. Leverage AI to generate on-brand creative campaign assets and prototypes, piloting workflows for human-AI collaboration in digital marketing and product design.

Founding AI Product Designer

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

- Led 0-1 UX design of an **AI-powered media discovery** platform that analyzes **multi-modal** inputs to recommend on-brand music for advertising, translated complex AI model logic into intuitive user workflows and transparent recommendations, resulting in a **43%** increase in ad engagement and **32%** faster asset discovery.
- Validated core product hypotheses by synthesizing insights from **50+** user testings to prioritize features and collaborated with a cross-functional team. Implemented design solutions based on user research, data analysis and business goals and created a scalable design system.

Ads Experience Designer

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.
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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 Tuning, Vibe Coding

HTML CSS, Javascript/p5.js, React, WebGL, Python, Framer, Webflow, Shopify
