

# Mengying Luo

PRODUCT DESIGNER  
INTERACTIVE DESIGNER

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## EDUCATION

### Parsons School of Design

Sep 2022 - May 2024

New York | NY

Design and Technology

STEM MFA with Distinguished  
Scholarship

### Cornell Tech

Aug 2023 - May 2024

New York | NY

Product Design + Startup  
Studio

Selected exchange student  
from Parsons

### School of the Art Institute of Chicago (SAIC)

Sep 2019 - May 2022

Chicago | IL

Interaction Design & Visual  
Communication Design

BFA with Merit Scholarship

## TOOLKIT

Figma, Adobe CC, Mural/  
Miro, Klaviyo,

Midjourney, Prompt Tuning,

HTML CSS, Javascript/  
p5.js, React, WebGL,  
Python,

Cinema 4D, Unity, Arduino,  
Touch Designer

## PROFILE

Mengying Luo is a multi-faceted product designer with a focus on **UI/UX, Gen-AI, Visual Design and Front end Coding**.

Her diverse experience spans collaborations with tech startups, advertising agencies, and luxury fashion brands.

## EXPERIENCE

### Founding AI Product Designer

Syncro Startup | New York, NY

Jan 2024 — Present

- Led the end-to-end UIUX design for an **AI Multimedia Prompting Platform** that optimizes music selection for advertising campaigns targeted at e-commerce brands.
- Implemented design solutions based on user research, data analysis and business goal and created **design system**, resulting in a 43% increase in ad engagement and 32% faster music discovery.
- Collaborated with **cross-functional team** to define product roadmap, prioritize features and conducted **40+** user test.

### Product Designer

Camp Media x Cornell | New York, NY

Aug 2023 – Dec 2023

- Led the 0-1 UIUX design for an **AI Chatbot Website** that personalize honeymoon planning for newlyweds.
- Conducted **60+** user interviews to identify pain points, balance business needs and **iterate on design** collaborated with **PM and Engineers**.
- Achieved a 40% reduction in planning time and a 30% increase in booking rates.

### Freelance Web Designer & Web Developer

Tech Startup - Shieldz | Bay Area, CA (Remote)

Mar 2023 — Jul 2023

- Initiated the UX design of a marketing website for a **Web3** startup.
- Created a compelling user experience through **branding, prototyping, and user testing**. Generated a 60% increase in customer inquiries.
- Developed responsive website using **HTML CSS**, and Bootstrap.

### Ads Experience Intern

Fashion Brand - Adam Lippes | New York, NY

Feb 2023 — May 2023

- Collaborated with Creative Director to enhance fashion campaign, **social media ads, website banner and email marketing** targeted at over 25k subscribers, resulting in a increase of 30% site clicks and a 40% increase in customer inquiries.
- Analyzed **customers research** in luxury fashion market using Klaviyo to inform design decisions.

### Visual Design Intern

Advertising Agency - Loughran & Co | Chicago, IL

Sep 2021 — Dec 2021

- Created and developed visual design solutions including **brand guidelines, websites and social media ads** for a beverage brand.
- Collaborated with Art Director to create and brainstorm advertising campaigns for multiple clients.