Mengying Luo

UX DESIGNER
PRODUCT 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
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, Framer, Webflow,

Cinema 4D, Unity, Arduino, Touch Designer

PROFILE

Mengying Luo 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.

EXPERIENCE

Lead UX Designer
Oever - Media Agency | Irvine, CA   Aug 2024 — Present

- Lead and launched the 0-1 UIUX design for a responsive and multilingual **marketing website** that promotes eastern arts and culture events, and help eastern **world-class artists** expand their US market. Expanded audience reach by 80% and increased engagement rate by 40% within the first two months.
- Lead the UX research and design of the upcoming e-commerce app features traditional cultural artifacts.
- Collaborating with **PM, copywriter and engineers** to identify pain points, balance business needs and **iterate on design.**

Freelance UX Designer
Stealth Startups | Bay Area, CA (Remote)   Mar 2023 — Present

- Initiated the UX design of marketing and e-commerce websites for **Web3, retail and technology** startups.
- Created a compelling user experience through **branding, prototyping, and user testing.** Generated a 60% increase in customer inquiries.
- Developed responsive website using **HTML CSS, webflow** and **framer.**

Founding AI Product Designer
Syncro Startup | New York, NY   Jan 2024 — Jun 2024

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

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.