

XIAOMENG TANG

PRODUCT DESIGNER

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EDUCATION

Parsons School of Design

New York, USA, 2015 - 2017
Design and Technology, MFA

University of Science & Technology Beijing

Beijing, China, 2008 - 2012
Art Design, BA

SKILLS

Design Specialties

Research
Competitive Analysis
Concept Development
UI/UX
Visual & Branding Design
Wireframing
Prototyping
User Testing
Product Strategy & Design
Interaction Design
Information Architecture
Interactive Installations
Physical Computing
Data Visualization
VR/AR Development

Tools

(2D) Sketch, Figma, Miro,
Photoshop, Illustrator,
After Effects, Premiere,
InDesign, Adobe XD,
InVision, Principle, Framer
(3D) Maya, Unity

Programming

HTML, CSS, JavaScript, C (Arduino),
C# (Unity), Java (Processing)

WORK EXPERIENCE

Experience Designer | BCG Digital Ventures, NY

03/2018 - Present

- Built products from end to end, delivered products for 10+ ventures across multiple industries, including healthcare, real estate, energy, retail, pet care, senior care, early childhood education.
- Researched market/client needs, conducted competitive analysis, concept testing and product validation.
- Led product strategy and UI/UX design implementation, delivered wireframing, user testing, design iteration and documentation.
- Managed clients, presented workstream on a daily basis.
- Collaborated with multidisciplinary teams and performed with agile methodologies to build startups under time constraints.
- Ideated, validated, designed and launched three products, including Marlo (Eye Care), Pumpkin (Pet Insurance) and a BCG internal tool.

UI/UX Designer - Freelance | Vibelyst, New York

02/2018 - 03/2018

- Wireframed and refined visual assets and UI system.
- Optimized website UX workflow, improved user experience.

UI/UX Design Intern | Outlab, New York

07/2017 - 03/2018

- Collaborated with company founders to define user flow of the e-commerce site.
- Tested and validated user experience throughout the entire web experience.
- Ideated and created branding and visual system.
- Developed and coded web flow using Shopify Liquid JS.
- Refined and maintained website functionalities.

UI/UX Designer | Orange Design Lab, Shandong, China

06/2012 - 08/2015

- Managed and executed printable and digital projects.
- Collaborated with clients, defined project plans and deliverables.
- Led design process, delivered multiple website and app experiences.
- Ideated and conducted UI/UX design, executed multimedia requirements.
- Delivered and launched five website designs and numerous branding designs.

Visual Designer | University of Science & Technology, Beijing

11/2011 - 05/2012

- Redesigned university corporate identity (logo, visual assets, merchandise) and official website.
- Founded and designed the Wiki platform - a proprietary online encyclopedia - for the university.