

## Contact

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## Top Skills

Visual Communication

Branding

Marketing Programs

## Languages

English (Professional Working)

Chinese (Native or Bilingual)

## Certifications

Creation & Branding , Retail &  
Customer Experience

Omnichannel Marketing Virtual  
Experience Program

# Mengyao Zhang

Product Designer | UIUX Designer | Visual Designer | Fashion  
Designer

San Francisco Bay Area

## Summary

I am a motivated, detail-oriented Product Designer leveraging in-depth experience developing products via proactive research to generate insights and user personas. I ensure proper strategy through enhanced prototyping and information architecture. My cohorts have described me as an out-of-the-box thinker committed to continuously improving marketing campaigns and brand development through accurate need identification and visual design.

My strengths are Product Research, Insight Generation, Product Strategy, User Personas, and Information Architecture. I am confident that my skills and experience will enhance UI and UX for increased user satisfaction.

I look forward to meeting you! You can reach me at  
zhangmengyao1994@gmail.com.

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## Experience

Stelle Athletica Inc.

UIUX Designer

April 2023 - Present (7 months)

Hayward, California, United States

\*Creating intuitive and seamless user experiences by developing user flows, wireframes, and interactive prototypes. Conducting usability testing and gathering feedback to refine designs and optimize the user journey.

\*Designing visually appealing and user-friendly interfaces, including layout, typography, color schemes, and iconography. Creating high-fidelity mockups and design specifications for developers to implement.

\*Establishing and maintaining design systems, style guides, and UI pattern libraries to ensure consistency across products and platforms. Collaborating with development teams to implement and enforce design standards.

\*Embracing an iterative and agile design process, continuously refining designs based on user feedback, market insights, and business goals.

Keeping up-to-date with industry trends, emerging technologies, and design best practices.

### Juice Reel

#### User Interface Designer

February 2023 - April 2023 (3 months)

New York City Metropolitan Area

- \* Work closely with the product team to create engaging and user-friendly mobile interfaces
- \* Design and create high-quality visual designs

### REDVEST

#### UIUX designer

January 2023 - April 2023 (4 months)

California, United States

Gamifying Redvest, creating an awarding experience Optimizing the user flow Improvements in UIUX, providing the user guidance

### Beijing Zhongke Shenzhi Technology

#### Product Designer

April 2022 - January 2023 (10 months)

Beijing, China

- Managed Meta Human design projects by selecting and preparing imagery and creating a design asset database.
- Developed and optimized company branding by coordinating with the UX, Marketing, Engineering teams.
- Achieved 25% social media growth by utilizing data and analytics to design intuitive page layouts and templates and produce innovative design assets for marketing channels and initiatives.
- Deployed more than 10 designs in collaboration with front-end web developers.

### Fotile America LLC

#### Graphic User Interface Designer

January 2021 - April 2021 (4 months)

New Jersey, United States

- \* Entrusted with generating over 100 computer graphics, page-layout software, graphic elements, and photos.
- \* Completed more than 2 large-scale projects by collaborating with team members to ensure success.

\* Achieved 90% client satisfaction by preparing and producing proposals to deliver insightful presentations.

## TANYA TAYLOR

Fashion Designer

January 2020 - May 2020 (5 months)

New York, United States

- \* Developed over 30 high-quality patterns by researching specification information for optimized designs.
- \* Leveraged excellent clothing design expertise to select and manipulate fabric types for garment construction.

## Cristina Ottaviano

Fashion Designer

August 2019 - January 2020 (6 months)

New York, United States

- \* Engaged test strategies across several focus groups to identify maintenance and trending categories.
- \* Designed more than 20 patterns by researching specification information and in-line styles.
- \* Constructed and styled over 50 garments by utilizing machines or by hand.

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## Education

### Savannah College of Art and Design

Master of Arts - MA, Game and Interactive Media Design · (September 2021 - March 2023)

### Fashion Institute of Technology

Bachelor of Fine Arts - BFA, Fashion/Apparel Design · (2016 - 2020)

### School of the Art Institute of Chicago

Bachelor of Fine Arts - BFA, Fine/Studio Arts, General · (2014 - 2016)