



**Mengyu Cao(MC)**

Product Designer

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## Skills

UI/UX Design  
Visual Design  
Branding  
Illustration  
Social Media  
Design

### Tools

Photoshop  
Illustrator  
Indesign  
Figma  
Sketch  
InVision  
Zeplin  
After Effects  
Principle  
Whimsical

## Education

**MFA in Design & Technology, *Parsons School of Design***  
2015–2017  
New York, NY

**BFA in Visual Communication, *Beijing Institute of Graphic Communication***  
2011–2015  
Beijing, China

## Experience

### **Founder & Design, *YiQi Hanzi***

June 2018 – Present • San Francisco, CA

- Created a library of 1000 creative Chinese character drawings
- Built an online learning center for people to learn Chinese characters
- Published a Flashcards product and merchandise
- Created contents and run multiple social media platforms with 50k audiences

### **Product Designer, *Core Wellness***

July 2019 – June 2020 • San Francisco, CA

- Built a visual design system for Core Meditation mobile app
- Redesigning Core Meditation app from Beta to Launch (Including on-boarding, quick start home page, content library, meditation playing, post-meditation analysis, data visualization, meditation history, profile, illustration, physical device connection)
- Design from ideation, sketch, user flow, to prototype, user testing, and iterations
- Teamed up with two PMs, one meditation expert, three iOS engineers, and one firmware engineer to deliver the app launch
- Worked with Art director on Core e-commerce website, marketing & social design

### **Designer, *Shiseido Americas Corporation***

Dec 2017 – June 2019 • Cambridge, MA

- Worked in the Technology Innovation Department
- Launched Buxom Try-On iOS App and Shiseido Makeup Try-on website
- Designed virtual makeup try-on experience with AR technology
- Delivered UI/UX Design for digital products and interior tools in multiple platforms
- Created virtual makeup templates and work with engineers to implement them

### **UI/UX Designer (Part-time), *LianUp Inc***

Nov 2017 – June 2019 • Boston, MA

- Created LianUp branding, visual system, and company website
- Designed UI for LianUp point of sale desktop application and Kiosk tablet application
- Collaborate with engineers to launch the final products

### **UI/UX Designer, *Clade & Co***

Jan 2017 – Nov 2017 • New York, NY

- Launched Clade – Private iOS Mobile App
- Conducted competitive analysis and user research to drive design solutions
- Design from concepts and storytelling, sketch, user flows, to iterations, user testing, and final deliveries
- Delivered pixel-perfected & consistent interface design
- Collaborated with the PM, designers, and developers

### **User Interface Design Intern, *Michael Kors***

Jun 2016 – Aug 2016 • New York, NY

### **Visual Design Intern, *Ogilvy & Mather***

Mar 2015 – Jul 2015 • Beijing, China



## Awards

- 2021 German Design Award Special
- 2020 A' Design Award Winner
- 2020 American Graphic Design Awards

## Press & Publications

- 2020 [Designboom](#)
- 2017 [Lunhui: Upcycled Creations, ACM Digital Library](#)