Mengyu Cao (MC)

Sr. Product Designer

🔗 mcaodesign.github.io

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⚔ Skills

UI/UX Design
Interaction Design
Visual Design
Graphic Design
Storytelling
Prototyping
Wireframing
User Testing
Branding
Illustration

Tools

Figma
Sketch
Photoshop
Illustrator
Indesign
InVision
After Effects
Principle
Whimsical
Notion

🎓 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

Sr. Product Designer, *Everly Health*

Jun 2021 – Present • San Francisco Bay Area

At-home sample collection & lab testing experience
-Lead design to deliver a better test results experience for both direct consumers and enterprise users
-Work with the research team & analysis team closely to redesign the results experience
-Lead design initiative to push a more user-centered design culture

Product Designer, *Core Wellness*

July 2019 – June 2021 • San Francisco, CA

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

Product 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 (Augmented Reality) technology
- Delivered UI/UX Design for digital products and interior tools on multiple platforms
- Created virtual makeup templates and work with engineers to implement them into life

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

Nov 2017 – June 2019 • Boston, MA

- Created LianUp branding, DLS, and the company website
- Designed UI/UX for LianUp point of sale desktop application & Kiosk tablet application
- Collaborated with engineers to launch the final products

UI/UX Designer, *Clade & Co*

Jan 2017 – Jan 2018 • New York, NY

- Launched Clade – Private iOS Mobile App
- Conducted competitive analysis and user research to drive design solutions
- Designed 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
2020 C2A Honorable Mention

🎙 Press/ Publications

2020 Designboom
2017 Lunhui: Upcycled Creations, ACM Digital Library
2015 Stories behind skin patterns, National Psoriasis Foundation