

# Lily Meng

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## Experience

### **Bosmos Startup / Lead UI/UX Designer**

**07/2023 – Present**

Strategized and conducted user research, competitive analyses, and user interviews

Communicated with & aligned internal stakeholders' vision and mission to user-centered experiences

Determined information architecture & designed user flows and sitemaps

### **Freelance App Design / UI/UX Designer**

**04/2023 – 07/2023**

Conducted user research and background research through interviews and surveys to identify key opportunities and pain points

Iteratively designed, prototyped, and user-tested multiple iterations of mobile app, improving each based on user feedback

Developed a high fidelity solution and structured a Figma-based design & component system

Collaborated with stakeholders to align with business objectives, growth, and scalability plans

### **Johnson & Johnson / Summer Professional Program**

**06/2022 – 08/2022**

One of eleven interns selected from a field of over 1,000 applicants

Collaborated with team of 3 interns to conduct user research and generate insights to improve communication and more workplace engagement; led UI and brand design process

Researched and analyzed 20+ skin health and beauty companies to develop a comprehensive audit board of brand trends, visual identity, and touchpoints

Designed packaging for major product line to elevate a new brand direction; strategized, designed and mocked up social media and product campaigns to enhance brand activations

### **Push10 / Design Intern**

**03/2022 – 05/2022**

Developed innovative solutions for client-facing projects such as website functions, product mockups, and icon designs

Led an independent rebranding project, encompassing logo iteration and mobile redesigns to finished brand guidelines

Prepared websites for back-end development by designing landing pages, responsive breakdowns of desktop screens, created type styles, and responsive navigation menus

## Education

### **Parsons School of Design / Communication Design, BFA**

**2019 – 2023**

## Skills

Adobe Creative Suite: After Effects, Illustrator, InDesign, Photoshop, Premiere Pro; Figma, HTML/CSS  
Brand Design, Brand Strategy, Illustration, Layout Design, Typography, UI/UX Design, User Research