



MENG LAN

UI/UX DESIGNER

Open to Remote / Hybrid / On-site

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WORK EXPERIENCE

UI/UX DESIGNER

UNIS Fulfillment LLC | 02.2023 – 10.2024 | Los Angeles, US

- Designed and delivered innovative user interface concepts, wireframes, and prototypes for web and mobile applications, ensuring alignment with user needs and business goals
- Created and maintained a comprehensive design system, ensuring consistency in visual elements, typography, colors, and interaction patterns across different products
- Developed front-end code to build a functional app prototype for developers, increasing efficiency by 40%
- Collaborated closely with the product manager and took initiative in project planning, working directly with the business analyst to define and iterate on project structure

UI/UX DESIGNER

ContentFi | 2022 | Remote

- Led the end-to-end product design process for cbc.tools, transforming the product from MVP to a fully functional beta version with a user-centered approach
- Integrated NFT use cases into the product's business model by conducting thorough user research, competitive analysis, and collaborating closely with PM, engineers, and marketing teams, achieving 95% stakeholder satisfaction
- Played a key role in defining product strategy and long-term business objectives, ensuring alignment between user needs and business goals throughout the project lifecycle

WEB DESIGNER

Perkies.LLC | 2021 | Remote | Contract

- Spearheaded the design and development of Perkies' Shopify website, crafting an engaging and visually aligned user interface that reflects the brand's values
- Enhanced user experience and site performance by optimizing product images and refining backend code, ensuring a responsive and seamless browsing experience across devices
- Organized and structured website content to streamline navigation, facilitating an intuitive user journey that increased customer engagement

GRAPHIC DESIGNER

Star Alliance Culture LLC. | 2016 – 2017 | San Jose, US

- Created visual guidelines and collateral materials such as banners, animations, and exceptional presentations Assisted founder on establishing brand identity for Youtube

EDUCATION

Academy of Art University

San Francisco, US | 2015 – 2020

M.F.A. Web Design & New Media

Shandong Agricultural University

Taian, China | 2011 – 2015

B.A. Art Design

SKILLS

| | |
|----------------|---------------|
| UI/UX Design | Wireframing |
| Graphic Design | Prototyping |
| Illustration | User Testing |
| Motion Graphic | User Persona |
| HTML/CSS | Design System |

SOFTWARE

| | |
|-------------------|---------------|
| Figma | After Effects |
| Photoshop | InDesign |
| Adobe Illustrator | Principle |
| Adobe XD | Shopify |
| Squarespace | Wix |
| Flutter | Xcode |

AWARD

Indigo Design Award 2024 / 2024 /

Silver awards

GDUSA Digital Design Awards / 2024 /

Digital awards

2023 London Design Awards / 2023 /

Gold winner

2023 MUSE Creative Awards / 2023 /

Silver winner

Graphis Inc. 2024 Poster Design

Awards / 2023 / **Silver**