

Moira Huang

AI Product Designer

Experience

Publicis Groupe / Creative UIUX Intern

MAY 2024 – AUG 2024

End-to-End Product & Visual Design

Delivered UI and visual design solutions for technology clients, transforming ambiguous briefs into clear user flows and high-fidelity interfaces.

UX Impact & Metrics

Designed and launched a UX-focused conference website for **Huawei Connect**, improving information findability by **20%** and increasing engagement by **40%** based on post-launch analytics.

Interaction & Motion for AI Products

Led interaction and motion design for a Google I/O Connect showcase featuring **Gemini AI** image generation, progressing from wireframes to UI and motion specifications through user research; contributed to a **150% YoY** increase in event participation and **120% growth** in WeChat views.

AI-Driven Film Visual Production

Produced visual and motion assets for **Hisense World Cup** Video campaigns using **AIGC tools** such as Runway, MidJourney, and Stable Diffusion. Managed projects from concept to final export, ensuring consistency in brand, layout, and motion language.

iQIYI / Content Designer

JAN 2024 – MAR 2024

Campaign Visual Design

Designed multi-platform campaign visuals for **The Rap of China**, aligning creative direction and interaction intent with cross-functional stakeholders.

Platform Optimization

Developed banner and thumbnail systems for Panda Express, iQIYI, and TikTok, supporting ticket conversion and reaching **10K+ TikTok views**.

Skills

Design: Visual Design · Interaction Design · Motion & Prototyping · Design Systems · Rapid Iteration · A/B Testing

Tools: Figma · After Effects · Framer · Adobe CC · Runway · Midjourney · Cursor · Claude Code

Build: HTML/CSS · JavaScript/TypeScript · P5.js

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Education

New York University / BFA

SEP 2022 – JAN 2026

Major in Interactive Media Arts (STEM)
Minor in Web Programming and Applications
GPA: 3.8/4.0 • Dean's List 2022-2025

Projects & Awards

ACM CHI / AI Image Editor

JAN 2026

Built a multimodal generative model based on NanoBanana, that directs outputs via sketches, frames, and in-canvas text for **faster iteration** and more intuitive user experience. (**ACM CHI Conference**)

AWS Hack / AI Branding Agent

JAN 2026

Built the front end of a branding agent that **analyzes reference sites**, extracts typography/color/layout/UI patterns, and outputs a **code-ready visual system** for rapid, consistent redesign.

Designed an input→output pipeline that turns inspiration into structured design requirements for vibe-coding workflows using Browserbase + LLM pipeline. (**AWS Agentic Hack**)

NYU Accelerator / AI Social Product

DEC 2025

Built and tested an **AI coffee-chat matching** product to reduce outreach friction; shipped **3 MVP** iterations, tested with **50+ users**, and improved onboarding and match clarity through rapid feedback loops. (**NYU Accelerator Fall25**)