



# Moira Huang

## Product Designer

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### Experience

#### Publicis Groupe / Creative UI/UX Intern

MAY 2024 – AUG 2024

Delivered multiple customized UI/UX and visual design solutions for high-profile technology clients through end-to-end product design and go-to-market cycles.

Launched a streamlined UX-focused marketing experience to socialize marketing assets for a Huawei technical conference. Improved ~20% information retrieval efficiency and increased website viewer engagement by ~40% based on post-launch analytics.

Designed an interactive user experience for the “Google I/O Connect” conference to showcase Gemini AI image generation capabilities; created engaging in-person experiences for technical participants through comprehensive user research; iterated on interaction flows, visuals, and motion design; achieved ~200% YoY growth in WeChat official account views and increased YoY event participation by ~150%.

Led the prototype of a lightweight atomic design system to standardize motion and visual design workflows across the team. Reduced average production time of 30-second motion/visual deliverables from ~4 hours to ~1 hour by leveraging reusable design components, templates, and motion presets.

Delivered high-engagement visual and motion content that achieved ~200% more views compared to previous brand posts; designed six commercial film and motion assets for Hisense World Cup campaigns using AIGC tools (Midjourney, Stable Diffusion, Runway); owned the full design workflow from concept to final delivery.

#### iQIYI / Content Designer

JAN 2024 – MAR 2024

Designed promotional visual and content assets for “The Rap of China” live show campaign; collaborated with global teams to align visual direction, interaction intent, and final delivery.

Customized visual banners and thumbnails based on each platform’s user behavior and layout constraints (Panda Express, iQIYI, TikTok) to improve campaign calls-to-action (including ticket purchases and live-event streaming); achieved full event ticket capacity with 10K+ TikTok views.

### 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

#### NYU Startup Accelerator Program

DEC 2025

Designed an AI-matching coffee chat platform to catalyze meaningful conversations. Built and tested product design-led MVPs with 50+ users, iterating through three product versions based on user feedback. Awarded as part of the NYU Startup Accelerator (2025).

#### Bytedance Trae Hackthon Third Prize

NOV 2025

Led a team of three to design and launch an AI note-taking Chrome extension in four hours; gained 100+ Chrome Web Store users; achieved an NPS of 42; won third place.

#### Manus AI x NYU UX Designathon

OCT 2025

Led a team of three to design an AI companion app to help users commute eco-friendly; won first place.

### Skills

Prototyping • User Research • Usability Testing • A/B Testing • Metrics-Driven Iteration • Motion Design • HTML • JavaScript • SQL • Figma • Adobe Creative Suite • Cursor