



# Moir Huang

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## Experience

### Vibranium Labs / UIUX Design Intern

JAN 2026 – PRESENT . New York

#### Branding System & Design Guideline

Defined the branding system for an AI B2B product, including visual guidelines and marketing assets across the product website. Adopted by 3 designers. Improved internal component **design efficiency by 20%**.

#### UX Impact & Website Redesign

Redesigned and launched the product website, reprioritized core features, and optimized conversion flow. Increased **demo booking rate by 14%** post-launch.

### Publicis Groupe / Creative UIUX Intern

MAY 2024 – AUG 2024 . Shanghai

#### 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**, improved 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. Increased Instagram post view rate by 26% compared to baseline campaign posts.

### iQIYI / Content Designer

JAN 2024 – MAR 2024 . New York

#### 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**.

## Education

### New York University / BFA

SEP 2022 – JAN 2026

Major in Interactive Media Arts

Minor in Web Programming and Applications

GPA: 3.8/4.0 • Dean's List 2022–2025

## Projects & Awards

### 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**)

### ACM CHI / AI Image Editor

DEC 2025

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**)

### TRAE Hack / AI Workflow Agent

NOV 2025

Led a team of three to design and launch an AI note-taking Chrome extension in four hours. Designed multiple UX flows, shipped **3 iterations**, gained 100+ Chrome Web Store users, **1000+** waitlists.

## Skills

**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