

# XIAOMENG TANG

INTERACTION & UI/UX DESIGNER

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## EDUCATION

**Parsons School of Design**  
New York USA, 2015 - 2017  
Design and Technology, MFA

**University of Science & Technology Beijing**  
Beijing China, 2008 - 2012  
Art Design, BA

## SKILLS

### DESIGN SPECIALTIES

Ethnographic Research  
Competitive Analysis  
Concept Development  
UI/UX  
Branding  
Visual Design  
Wireframing  
Prototyping  
User Testing  
Product Strategy  
Lean Product Design  
Interaction Design  
Information Architecture  
Interactive Installations  
Physical Computing  
Data Visualization  
VR/AR Development

### TOOLS

(2D) Sketch, Figma, Miro,  
Photoshop, Illustrator,  
After Effects, Premiere,  
InDesign, Adobe XD,  
InVision, Principle, Framer  
(3D) Maya, Unity

### PROGRAMMING

HTML, CSS, JavaScript,  
C (Arduino), C# (Unity),  
Java (Processing)

## WORK EXPERIENCE

**Experience Designer | BCG Digital Ventures, NY** 03/2018 - Present

- Built products from end to end, delivered products for 10+ ventures across multiple industries including healthcare, real estate, energy, retail, pet care, senior care, early childhood education.
- Researched market/client needs, conducted competitive analysis, concept testing, wireframing, feature validation, and prototyping.
- Led UI/UX production and branding, performed user testing, design iteration, and documentation.
- Managed clients, presented workstream on a daily basis.
- Collaborated with multidisciplinary teams and performed with agile methodologies to build startups under time constraints.
- Ideated, validated, incubated and launched 3 products, including [Marlo](#) (Eyecare) and [Pumpkin](#) (Pet Insurance).

**UI/UX Designer - Freelance | Vibelyst, New York** 02/2018 - 03/2018

- Wireframed and refined visual assets and UI system.
- Optimized website UX workflow, improved user experience.

**UI/UX Design Intern | Outlab, New York** 07/2017 - 03/2018

- Collaborated with company founders, defined and tested user flow of the e-commerce site.
- Initiated and created branding and visual system.
- Developed and coded web-flow using Shopify Liquid JS.
- Refined and maintained website functionalities.

**Co-founder, UI/UX Designer | Orange Design Lab, Shandong China**  
06/2012 - 08/2015

- Managed and executed printable and digital projects.
- Led the design process, delivered website and app experiences.
- Collaborated with clients, defined project plans and deliverables.
- Ideated and conducted UI/UX design, executed multimedia requirements.
- Delivered and launched 5 website designs and numerous branding designs.

**Visual Designer | University of Science & Technology Beijing**  
11/2011 - 05/2012

- Redesigned university corporate identity (logo, visual assets, merchandise) and official website.
- Founded and designed USTB Wiki Platform (proprietary online encyclopedia).