

Xiaomeng Tang

PRODUCT DESIGNER | Based in LA | [LinkedIn](#)

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EXPERIENCE

Amazon - UX Designer, Los Angeles (Jun 2022 - Jul 2024)

Led integration and redesign of the sales product experience at Amazon Ads and managed a wide range of product initiatives including sales assignment, distribution, tracking, and management. I have 3 zero-to-one products that are globally launched for the advertising sales team to manage ~10B Amazon revenue business.

BCG Digital Ventures (Boston Consulting Group)

- Senior Experience Designer, New York (Jun 2021 - July 2022)

Drove full-cycle design process and took adaptive approaches collaborating with a multidisciplinary 80-person team to build [Spruce](#), a mobile-first banking App. I led the design process of ideation, prototyping, testing, and detailed design to shape MVP features for market launch. By 2024, Spruce achieved 316,000 user sign-ups and 456M dollars in customer deposits.

BCG Digital Ventures (Boston Consulting Group)

- Experience Designer, New York (Mar 2018 - Jun 2021)

Mastered in end-to-end design practices and built 4 successful products (including 2 startups) across the industries of Healthcare, Insurance, Education, and Retail. In the 0-1 process, I took independent ownership in testing, pixel-perfect design, design system building, and cross-functional collaboration to drive design progression. My design solutions empowered the 2 startups to accomplish remarkable business achievements:

- [Marlo](#), an innovative D2C business for contact lenses, was launched successfully and reached 1 million patients in June 2022.
- [Pumpkin Petcare](#), a pet insurance startup, has grown to cover more than 65K pets and is ranked as one of the best pet insurance providers of 2024.

Vibelyst - UI/UX Designer, New York (Feb 2018 - Mar 2018)

Redesigned the UI/UX of the e-commerce marketplace and optimized the bidding and trading experience. I worked closely with the founders to deliver user-friendly solutions aligned with the business objectives.

EDUCATION

Parsons School of Design

MFA in Design and Technology
2015 - 2017, New York

University of Science & Technology Beijing

BFA in Art Design
2008 - 2012, Beijing

SPECIALITIES

Full-Cycle Product Design,
Comprehensive Design Strategy,
Creative Problem-Solving,
Adaptive User Research & Testing,
Advanced & Rapid Prototyping,
UI/UX Design, Interaction Design,
Motion Design and Storytelling,
Design System Building, VR/AR
Prototyping, Data Visualization

TOOLS

2D & 3D Design: Figma, Sketch,
Adobe Creative Apps (Photoshop,
Illustrator, Premiere, After
Effects), Miro, Jira, Webflow,
Confluence, Maya, Unity

Prototyping: Figma, ProtoPie,
InVision, Principle, Programming
Skills in HTML, CSS, JavaScript,
and C#