

# XIAOMENG TANG

## PRODUCT DESIGNER

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## EDUCATION

### Parsons School of Design

Master of Fine Arts in Design  
and Technology  
2015 - 2017, New York

### University of Science & Technology Beijing

Bachelor of Fine Arts in Art  
Design  
2008 - 2012, Beijing

## SKILLS

User Research, UI/UX Design,  
Wireframing, Prototyping,  
Usability Testing, Product  
Strategy, Motion Design,  
Interaction Design, Data  
Visualization, VR/AR  
Development, Programming  
Skills in HTML, CSS, JavaScript  
and C# for HCI Design

## TOOLS

Figma, Sketch, Miro, Jira,  
Adobe Creative Cloud  
(Photoshop, Illustrator,  
Premiere, After Effects),  
Principle, Maya, Unity

## EXPERIENCE

### UX Designer II | Amazon Ads, LA | Jul 2022 - Present

Leading integration and redesign of advertising sales performance experience at Amazon, including sales tools from revenue assignment, distribution, tracking, to revenue gap closing. I have 3 products that have been globally launched to support the Ad Sales team (~3200 users) managing ~10B Amazon revenue business.

### Sr. Experience Designer | BCG Digital Ventures, NY | Jun 2021 - Jun 2022

Owned multiple work-streams and led agile design process to shape a new finance-as-a-service product from MVP validation to market launch. Primarily engaged in proposing design solutions, running usability tests, delivering frictionless experiences, and building design system and UX patterns for mobile, tablet and desktop environments. Collaborated with an 80+ people cross-functional team in fully remote mode to implement features.

### Experience Designer | BCG Digital Ventures, NY | Mar 2018 - Jun 2021

Collaborated with multi-disciplinary teams and performed with agile methodology to build new business for Fortune 500 companies in Finance, Insurance, Healthcare, Early Childhood Education and Retail industries. Engaged in client management and led design process, including user research, wire-framing, testing, UI/UX delivery and design implementation, to launch startups:

- Marlo, an innovative D2C business for contact lens ordering, rolled out successfully in the U.S. and reached 500K users at the first-year launch.
- Pumpkin Petcare, a pet insurance startup, was awarded "Best Pet Insurance for Comprehensive Coverage" in 2020 by Business Insider.

### UI/UX Designer | Vibelyst, NY | Feb 2018 - Mar 2018

Collaborated with founder members to optimize the bidding and trading experience of the e-commerce marketplace, and refined UI system and various visual assets to smooth the user experience.

### UI/UX Design Intern | Outlab, NY | July 2017 - Feb 2018

Playing an independent design role in the new dog apparel startup, I defined the brand tone and designed the e-commerce experience through conducting ideation, market research, wireframe, UI/UX design. I developed and maintained the e-commerce site using Shopify Liquid JS.