

# Xiaomeng Tang

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

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## EXPERIENCE

### UX Designer II - Amazon, LA

Jul 2022 - PRESENT

Led redesign and integration of the Ad sales tool experience, including a wide range of products and features from revenue assignment, distribution, and tracking to management. I have 3 products that have been globally launched to support the Ad Sales team (~3200 users) managing ~10B Amazon revenue business.

### Senior Experience Designer - BCG Digital Ventures, NY

Jun 2021 - Jun 2022

Owned multiple workstreams and led agile design process to shape a new finance-as-a-service product ([Spruce](#)) from MVP validation to market launch. Primarily engaged in proposing design solutions, running usability tests, delivering frictionless experiences, and building design systems 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

Built new businesses/startups for Fortune 500 companies in Finance, Insurance, Healthcare, Early Childhood Education, and Retail industries, through innovation and incubation practices. Engaged in client management and drove the process of user research, wireframing, testing, UI/UX delivery, and design implementation to ship startups.

- [Marlo](#), an innovative D2C business for ordering contact lenses, rolled out successfully in the U.S. and reached 500K users in its first year of 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/visuals to achieve a better-guided user experience.

## EDUCATION

### Parsons School of Design

2015 - 2017, New York

Master of Fine Arts in  
Design and Technology

### University of Science & Technology Beijing

2008 - 2012, Beijing

Bachelor of Fine Arts in  
Art Design

## SKILLS

User Research, UI/UX Design, Design System, Wireframing, Prototyping, Usability Testing, Product Strategy, Design Storytelling, 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