

MENGWEN YU

PRODUCT DESIGNER

kimyu9694@gmail.com

www.yumengwen.com

password: kimyu9694

www.linkedin.com/in/mengwen-yu/

EDUCATION

California College of the Arts

Master in Design

Sep 2018 to Jun 2021

Beijing Forestry University

Bachelor in Product Design

Sep 2014 to Jul 2018

SKILLS

Design

Sketching, Wireframing, Information Architecture, Task Analysis, User Flow, Prototyping, Branding, Style Guide, Illustration

Research

Interview, Matrix Analyzing, Persona Building, Process Mapping, Usability Test, Survey Design, Survey Data Analysis

Tools

Figma, Adobe Creative Suite, Rhinoceros, Keyshot, AutoCAD, Sketchup, Cinema 4D,

Development

Java in Processing
TouchDesigner, HTML, CSS

Language

English & Mandarin (fluent)

HONORS

2017.4 Highest Honor

Beijing Undergraduate Innovation and Entrepreneurship Training programs

2015 High Honor

Beijing Universities Industrial Design Competition

Side Project

2020.11 Design and development of the website PDP behavior test platform, which is a functional and responsive digital product.

WORK EXPERIENCE

Chefling, Inc | UX UI Designer

Sunnyvale, CA Jul 2021 to present

- Spearheaded the development of the Smarter Dashboard from ideation to prototype. The **SaaS platform** provides CPG companies with enhanced customer insights and resulting in increased cooperation opportunities and investment to Chefling, Inc.
- Led the UX research and UI design of the new **Chefling app** following its acquisition by smarter.am, showcasing its innovative features and intuitive user experience at the 2023 CES exhibition.
- Conducted end-to-end experience of **SoFit app** on iOS platforms, starting scratch from brainstorming to 1st public, iterating on and on.
- Owned the design of all illustrations, including graphics, gifs, and videos, both within the app and for marketing purposes. Presented and proposed design approaches to stakeholders, receiving positive feedback and engagement.

Queery, Inc | UX UI Designer

Oakland, CA Apr 2021 to Jul 2021

- Developed and implemented complex **E-commercial web application** from concept to execution on multiple platforms, increasing user views by 8.3% since the release of the new version.
- Organized research and product information into coherent user flow, interaction designs, interactive prototypes, visual design mocks, and specifications for the dev to build.

Bogoo | UX UI Designer

US remote Feb 2021 to May 2021

- Participate in the design of the **Bogoo app**, driving over 17,000 downloads since the V1.10 release in February 2021.
- Developed and implemented a comprehensive **design system** for Bogoo, utilizing problem definitions, interactive designs, prototyping, and concept testing. Achieved a remarkable 10% increase in user satisfaction within one month of release.
- Collaborated cross-functionally with marketing and engineering teams to continually enhance the user experience of the app.

Chihuo, Inc | UX UI Designer

Foster City, CA Sep 2020 to Mar 2021

- Led the design of a new **B2B website**, optimizing the user service system to enhance clarity of information and facilitate increased connections.
- Responsible for the redesign of a **B2C web page**, conducting industry and user research, creating wireframes, interactive designs, and concept testing.
- Proactively identified improvement opportunities, conducting research with over 50 actual users, creating user personas, and gathering insights through interviews and focus groups, aligning user mindset with actual user needs in mi-market and small business target areas.

Huanyushengya, Inc | Designer

Beijing, China Oct 2016 to Oct 2017

- Conceptualized event experiences by assessing space requirements and curating decorative elements to create functional, aesthetically pleasing interior spaces.
- Collaborating closely with various stakeholders and management to deliver high-quality design solutions