

# Meng Xie

Designer

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I'm a creative designer with engineer background, full of curiosity, empathy and passion.

## Skills

- + 8 years **Adobe Creative Suite**  
Photoshop, Illustrator, After Effects, Premiere
- + 4 years **Sketch**  
Mobile/web app and branding design
- + 2 years **Framer, Lottie**  
Interaction, animation and motion design

## Expertise

- Design**  
Illustrations and UI graphics, style guide, concept sketches and user flows
- Prototyping**  
Rapid prototyping using Invision and Framer
- Research**  
Data analysis (Amplitude, AppAnnie), A/B Testing & Experiment

1 year

### Lime - Product Designer

Drove design of rider, juicer and ops mobile/web apps. Created design guideline to advance internal UI/UX processes. Oversaw design reviews across all company products.

1 year

### YouPlus - Designer/Coder

Built two company websites from design to implementation. Led design efforts on mobile apps for consumer and business partners which are now used by hundreds brands and agencies in US, UK and India.

3 year

### KarFarm - UI/UX Designer

Designed and launched consumer and car dealer mobile/web apps. My responsibilities included wireframing, creating sitemaps, user flows, concept sketches and visual design.

3 mon.

### CMU @ETC - Media TA

Built a new video production studio, with video disciplines including storyboard, equipment, camerawork, sound, lighting effects and footage editing. Maintained and updated the internal video assets.

## Experiences

Product Designer  
@Lime

Today - Oct. 2017

Designer/Coder  
@YouPlus

Oct. 2017 - Oct. 2016

UI/UX Designer  
@KarFarm

Oct. 2016 - Jun. 2013

## Education

Carnegie Mellon  
@ETC

May 2013 - Sep. 2011

BTBU  
@Software Engineering

May 2011 - Sep. 2007