

# Han Meng

Senior Product Designer

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## 01 PROFILE

Senior Product Designer with nine years designing trust-critical systems — from multi-agent AI platforms to enterprise healthcare workflows. I invent interaction paradigms for AI products: agentic UX patterns, trust architecture, and human-in-the-loop design that make AI reasoning transparent and controllable. A background in regulated healthcare grounds the work in safety, accessibility, and non-technical users. I ship fast — 0-to-1 for startups and enterprise systems for Fortune 500 brands — and prototype with AI-assisted code daily.

## 02 CAPABILITIES

AI Product Design · Agentic UX & Trust Architecture · Interaction Design · Design Systems · UX Research · Information Architecture · Prototyping — Figma + Code · HTML / CSS / JS · Complex Workflow Design · Enterprise SaaS · Accessibility (WCAG)

## 03 EXPERIENCE

Jun 2024 —

Present

Self-employed · NYC

### Design Consultant

[Freelance — AI & B2B Ventures](#)

*Design lead for early-stage AI and B2B ventures, directing agile squads of 2–3 designers from ambiguous founder vision to shipped MVP.*

- **PhotoG — Agentic AI Marketing Platform (B2B).** Led interaction architecture for a 4-agent platform that takes e-commerce brands from research to published campaigns. Invented agentic UX patterns — intent previews, autonomy boundaries, confirmation gates, dual-panel reasoning + deliverable — cutting critical user errors from 62% to 24% (n=24). Scaled to 100K+ users across 200+ countries in six months, with 75% lower content-production cost and a 60% engagement lift. Authored three agentic-trust principles cited in the company's Series A materials. **2026 Red Dot Award winner.**
- **Castor — Personal AI Assistant (B2C).** Defined the consumer interaction model for this Red Dot Award-winning (2026) product; onboarding earns trust through progressive disclosure of AI capabilities. **2026 Red Dot Award winner.**
- **LastMinute — Hospital Scheduling (B2B).** Led end-to-end design of a zero-learning-curve scheduling interface for nurses and managers. **iF Design Award 2026 winner.**

Jun 2021 —

Present

New York, NY

### Senior Product Designer

[21GRAMS](#)

*Lead designer for high-stakes pharma products — regulated environments where interface decisions affect patient safety.*

- **Regulated pharma design.** Designed patient- and HCP-facing experiences under FDA promotional rules and full MLR (medical-legal-regulatory) review — translating dense clinical data, fair-balance/ISI safety requirements, and prescribing information into clear, compliant interfaces.
- **Genentech portfolio.** Led digital design across Genentech's oncology and rare-disease brands — Evrysdi, Lunsumio, Columvi, and Enspryng — within a high-governance, audit-ready environment.
- **SKYCLARYS launch site (Reata).** Designed the HCP and patient launch websites for the first FDA-approved treatment for Friedreich's ataxia — mobile-first layouts

matching real usage (~two-thirds of visits) with compliant, one-tap access to prescribing information.

- **Novartis VR Training (ASTRO)**. Spearheaded the UX/UI of an immersive VR training module shown at the ASTRO Annual Meeting — self-explanatory spatial interfaces requiring no tooltips or manuals.

**Dec 2019 — May 2021**

New York, NY

### **Product Designer / Art Director**

[Arnold Worldwide](#)

- Owned and redesigned the visual identity system for **Enbrel (\$4.12B revenue brand)** under Amgen & Sanofi — a unified interface language scaling across web, mobile, and CRM touchpoints.

**2019**

New York, NY

### **Product Designer / Art Director**

[Terri & Sandy](#)

- Built high-fidelity interactive prototypes (Nutella, Culturelle) that won new business at the #1 Most Effective Independent Agency (Effie Worldwide).

**Jul 2017 — 2019**

New York, NY

### **Product Designer / Art Director**

[Publicis](#)

- Executed Oral-B's global digital launch for Procter & Gamble — landing-page experiences contributing to 6.4% annual market-share growth.

**04**

**EDUCATION  
& AWARDS**

**School of Visual Arts (SVA), New York** — BFA, Design, Graduated with Honors

One Show Young Ones (Gold) · NY Festivals (Silver) · 2017

**Red Dot Award ×2 (2026)** · **iF Design Award (2026)** · IDSA Awards 2026 —

Judge · A' Design Award — Grand Jury (2026) · MIT Reality Hack 2026 —

Judge · Columbia URBAN FUTURES — Mentor