

Han Meng

Product Designer
New York, NY

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Summary

Product Designer with 9 years of experience designing complex, trust-critical systems—from multi-agent AI platforms to enterprise healthcare workflows. Specializes in **inventing new interaction paradigms for AI products**: agentic UX patterns, trust architecture, and human-in-the-loop design that makes AI reasoning transparent and controllable. Background in **regulated healthcare environments** ensures deep expertise in designing for safety, accessibility, and non-technical users where interface failures have real consequences. Ships fast—proven track record of 0-to-1 products for startups and enterprise-scale systems for Fortune 500 brands. Builds with AI-assisted code (HTML/CSS/JS) and designs with AI daily.

Skills

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

Experience

Freelance / Venture Consultant — *Lead Product Designer* Jun 2023 – Present

Design Lead for early-stage AI and B2B ventures, directing agile design squads (2–3 designers) to translate ambiguous founder visions into shippable MVPs.

- **PhotoG — Agentic AI Platform (B2B)**: Led product strategy and interaction architecture for a multi-agent AI marketing platform where autonomous agents collaborate to generate campaigns. Invented novel agentic UX patterns—intent previews, autonomy boundaries, human-in-the-loop gates, and confidence visualization—that reduced critical user errors from 62% to 24% (n=24). Authored three design principles for agentic AI trust that became the product's strategic foundation and were cited in Series A funding materials.
- **Castor — Personal AI Assistant (B2C)**: Defined the consumer-facing interaction model for this personal AI product, designing a seamless onboarding experience for mass adoption that earned users' trust through progressive disclosure of AI capabilities.
- **Last Minute — Hospital Scheduling (B2B)**: Led end-to-end design of a B2B hospital scheduling platform, replacing fragmented manual workflows with a centralized dashboard that required zero training—delivering a “zero-learning-curve” interface for nurses who don't have time for tooltips.

21GRAMS, New York — *Senior Product Designer* Jun 2021 – Present

Lead designer for high-stakes digital products in pharma, designing in deeply ambiguous, regulated environments where interface decisions affect patient safety and clinical outcomes.

- **Novartis VR Training (ASTRO)**: Spearheaded the UX/UI of an immersive VR training module for Novartis, showcased at the American Society for Radiation Oncology Annual Meeting. Created self-explanatory spatial interfaces requiring no tooltips or manuals—designing for trust and self-evidence in a novel interaction paradigm.
- **Enterprise Web Ecosystems (Genentech & Reata)**: Led the digital portfolio for all Genentech brands. Redesigned the prescribing information workflow for Reata/SKYCLARYS, resulting in 100% increase in engagement and 80% increase in CRM signup conversion post-launch.
- **Accessibility & Legacy Support**: Ensured all digital products met strict WCAG accessibility standards, optimizing for hospital environments relying on older hardware and legacy monitors.

Arnold Worldwide, New York — *Product Designer / Art Director* Dec 2019 – May 2021

Part of the Havas Creative Group. Designed enterprise-scale design systems for Fortune 500 pharmaceutical brands.

- **Enterprise Design Systems:** Owned and redesigned the visual identity system for Enbrel (\$4.12B revenue brand), creating a unified interface language scaling across web, mobile, and CRM touchpoints.
- **Strategic Execution:** Collaborated with cross-functional product teams to execute roadmaps for Xiidra, ensuring business goals were met without sacrificing visual integrity.

Terri & Sandy, New York — *Product Designer / Art Director* Apr 2019 – Nov 2019

- **Interactive Prototyping:** Created high-fidelity interactive prototypes for web experiences (Nutella, Culturelle), translating static concepts into interactive products to secure new business wins.

Publicis, New York — *Product Designer / Art Director* Jul 2017 – Mar 2019

- **Global Product Launch:** Executed the global digital launch for Oral-B. Designed landing page experiences that contributed to 6.4% annual market share growth.

Education

School of Visual Arts (SVA), New York — *BFA, Design* 2017

Graduated with Honors. One Show Young Ones (Gold), New York Festivals (Silver).

Recognition

iF Design Award Winner · IDSA Awards 2026 Judge