

Hello, I'm Han Meng

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hmengdesigner@gmail.com

Summary

Senior Product Designer with 9 years of experience specializing in transforming complex, data-heavy systems into intuitive "industrial strength" workflows. Background in **Healthcare & Pharma** ensures expertise in accessibility, regulatory compliance, and designing for non-technical users on legacy systems. Combines rigorous UX strategy with the visual excellence of a **Fine Arts (BFA)** background. Proven track record of shipping 0-to-1 products for startups and optimizing enterprise-scale ecosystems for Fortune 500 brands.

Skills

Product Design, UX/UI Design, UX Research, Information Architecture, Wireframe, User Flow, Prototyping, Visual Design, Animation, 3D modeling, Adobe Creative Suite, Figma, HTML/CSS knowledge (collaborative level), VR/AR Interface Design, Responsive Web Design

Experience

Jun 2024-Present

Freelance/Venture Consultant, Remote – *Lead Product Designer (Consultant)*

Acting as the Design Lead for early-stage ventures, directing agile design squads (2-3 designers) to translate ambiguous founder visions into shippable MVPs.

- **Last Minute (Hospital Shift Management System):** Led the end-to-end design of a B2B scheduling platform for hospital staff.
 - *Challenge:* Replaced fragmented manual scheduling with a centralized digital dashboard.
 - *Outcome:* Oversaw the creation of a "zero-learning-curve" interface that allowed busy nurses and administrators to swap shifts and manage rosters instantly without training—directly aligning with the need to support users who don't have time for tooltips.
- **Oran AI:** Led product strategy and design for two distinct AI-driven platforms.
 - **PhotoG (B2B):** Directed the interface design for an **AI Marketing Team**—a multi-agent system where autonomous agents collaborate to generate campaigns. Simplified complex multi-agent logic into a conversational dashboard that empowers non-technical marketers to manage an entire virtual team.
 - **Castor (B2C):** Defined the consumer-facing interaction model for this personal AI product, ensuring the design team delivered a seamless onboarding experience for mass adoption.

Jun 2021-Present

21GRAMS, New York – *Senior Product Designer*

Lead designer for high-stakes digital products in the pharmaceutical space, focusing on doctor education and patient accessibility.

21GRAMS is the advertising and education arm of Real Chemistry. Ranked the #3 health agency in the world by Cannes Lions. Fast Company has ranked Real Chemistry #2 as the most innovative in data sciences, Cannes Lions as the #3 most creative in health, and MM+M as the #1 medical marketing agency.

- **Immersive VR Training (Novartis - ASTRO):** Spearhead the experience design (UX/UI) of an immersive Virtual Reality (VR) training module for Novartis, showcased at the **American Society for Radiation Oncology (ASTRO) Annual Meeting**, the world's leading event for radiation oncology professionals. Solved complex usability challenges by creating self-explanatory spatial interfaces that required **no tooltips or manuals**, ensuring seamless adoption by non-tech-savvy medical professionals.
- **Enterprise Web Ecosystems (Genentech & Reata):** Lead the digital portfolio for all **Genentech** brands, overseeing website launches and orchestrating conference digital experiences.
 - *Scale:* Managed the architecture for massive digital footprints, ensuring consistency across multiple brand touchpoints.
 - *Outcome (Reata/SKYCLARYS):* Redesigned the prescribing information workflow, resulting in a **100% increase in engagement** and an **80% increase in CRM signup conversion** post-launch.
- **Accessibility & Legacy Support:** Ensured all digital products met strict WCAG accessibility standards, optimizing performance for hospital environments often relying on older hardware and legacy monitors.

Dec 2019 - May 2021

Arnold Worldwide, New York – *Product Designer/Art Director*

Arnold Worldwide is an American advertising agency headquartered in Boston, Massachusetts. The agency is a part of the Havas Creative Group, a global advertising holding company based in France.

- **Enterprise Design Systems:** Owned and redesigned the visual identity system for **Enbrel** (a \$4.12B revenue brand) and created a unified interface language that scaled 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.

Apr 2019 - Nov 2019

Terri & Sandy, New York – *Product Designer/Art Director*

Terri & Sandy is an independent, full-service advertising agency in NYC, that was named #1 Most Effective Independent Agency in America by Effie Worldwide. Additionally, Terri & Sandy is a Standout Agency on Ad Age's prestigious A-List and a multiple recipient of Ad Age's Small Agency of the Year Awards.

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

Jul 2017- Mar 2019

Publicis, New York – *Product Designer/Art Director*

Publicis Groupe is a French multinational advertising and public relations company. One of the oldest and largest marketing and communications companies in the world, it is headquartered in Paris.

- **Global Product Launch:** Partnered with creative directors to execute the global digital launch for Oral-B. Designed visual assets and landing page experiences that contributed to **6.4% annual market share growth**.

Education

Graduated 2017

School of Visual Arts (SVA), New York – *Bachelor of Fine Arts, Design*

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

2022

Springboard UX/UI Design Certificate

- 700+ hour intensive covering Design Thinking, User Research, Information Architecture, and Wireframing