

MENG MENG

+44 7450922309
mengmeng.me@gmail.com
www.mengmeng.me

PROFILE

Born in China, graduated in Sweden, with a Master Degree of Interaction Design and a background of Industrial Design. Since 2007 I live, study and work in different cities. my work is predominantly inspired from daily living. I am passionate about various fields of interaction that apply technologies into everyday life.

EXPERIENCE

User experience designer at BBC, London

March 2013 – Now

Designing web and mobile experiences. In collaboration with stakeholders, propose solutions that balance user needs with business goals and technological capabilities. Seeking to exploit the opportunities for innovative design offered by new and emerging technology platforms.

Freelance for Circle Pleasure Corporation Shanghai, IDEO Shanghai, Lianfang Baotou, and Pink Katalyst Entertainment Mumbai

July 2011 – February 2013

Acting as a communication role between leadership and development team, synthesis high level principles, pull concepts onto ground, define product features, plan product strategy for development.

Service Design for Bostaden AB, Umeå

January 2011 – October 2011

My master degree project. Went through stakeholder interview and user research, journey mapping & synthesis, service blueprint & UI design, prototyping & testing, client presentation and storytelling in film.

Interaction design internship at IDEO Shanghai

September 2010 – January 2011

Along with the team, envisioned next generation service for client in gaming industry. Also made storytelling materials for different projects.

Interaction design internship at IDEO Palo Alto

May 2010 – September 2010

Along with the team, designed UI&UX for the new tablet product, as well as mobile and website experience.

Freelance for Dalian Tourism Bureau, China

March 2007 – May 2007

Graphic design for information display on the maps of the new tourism park.

Product/furniture design for IRIS OHYAMA Inc, Japan.

November 2006 – February 2007

Researched on the living behaviors of new generation families, designed storage furniture in an effort to be flexible and augmentable when family grows.

EDUCATION

MA Interaction Design, Umeå Institute of Design, Sweden

2008 – 2011

Introduction to Industrial Design, Umeå Institute of Design, Sweden

2007 – 2008

BA Industrial Design, Dalian University of Technology, China

2003 – 2007

SPECIALTIES

Interaction & Industrial Design, Service Design, User Centered Design Approach,

Concept Development & Analytic Thinking, Ethnography Research,

Prototyping,

3D Modeling & Rendering, Storytelling, Film Making and Hand Sketch.

SOFTWARE SKILLS

Skilled in Adobe CS for visual design. Axure, keynote, Hype for prototyping. Rhino, Cinema 4D and Sketchup for 3D modeling & rendering. AfterEffects, Finalcut, premiere for video editing & animation.

Digging into programming, basic knowledge in html & css, Javascript, Processing and Arduino, be able to make stuff but takes lots of tea.

LANGUAGE

Fluent in Chinese and English

AWARDS & RECOGNITION

Graphic design published on Cap&Design magazine 3-2011, in the article *Översätt Objekt* by Christian Altmann.

2011

Toy design won 3rd Award in *House Party* design competition hold by Designboom and 100%DESIGN TOKYO.

2006

Chair design won Excellent Award in 1st Furniture Design Competition, China.

2006