# Ximeng Huang

UX / Product Designer based in Seattle

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## WORK EXPERIENCE

### GrowthDay — *UX Designer*

Jun 2021 - Nov 2025 | Napa, CA | Full time | 4.5 years

- Led strategic redesign of GrowthDay's top-of-funnel, aligning onboarding and first-time user experience with user intent and brand value. Gamified early tasks and optimized dashboard layout—driving measurable increases in account creation, task engagement, and early-stage retention.

- Led the 0-to-1 design of Growth Groups, a video chat experience that fosters community among GrowthDay members. Through continuous user research and iteration, improved discoverability, in-session experience, and social connection—making it the #2 most shared feature and driving 17% of total new user acquisition.

- Designed the Challenge framework, a structured in-app feature that encourages daily practice and accountability. Widely adopted with over 180k user completions.

- Led design vision for 1:1 coaching, merging CHPC's coaching program with the GrowthDay platform, and aligning visions across multiple stakeholder teams.

- Certified High Performance Coach (CHPC) - Trained in psychology-backed coaching frameworks focused on mindset, habit building, and behavior change.

### University of Wisconsin–Milwaukee — *UX Designer*

Apr 2022 - May 2023 | Contractor | 1 year

- Designed and supported the development of VoiS, a voice-activated mobile app that helps patients manage diabetes and hypertension through daily self-monitoring.

- Created interactive prototypes for user testing, enabling researchers to gather feedback and iterate on the app's conversational and tracking experience.

### COViD-TASER — *UX Designer*

Mar 2021 - Jun 2021 | Contractor | 4 months

- Created an interactive platform visualizing COVID-19's impact on life expectancy, utilizing data visualization to heighten public awareness and engagement

### Bresslergroup — *Industrial Designer*

Sep 2018 - Apr 2019 | Philadelphia, PA |Internship | 6 months

- Built VR scenes for product display and created interactive VR simulations for user testing and as part of the pitch for the client.

- Collaborated with IxD team on healthcare and IoT products, supporting task flow analysis, concept sketching, prototyping, and final UI visualization for user testing and delivery.

## EDUCATION

### Master's in Interaction Design

*California College of the Arts*

San Francisco, CA | Dec 2020

### BS in Industrial Design

*The Ohio State University*

Columbus, OH | May 2018

## SKILLS

**Design Thinking**

Design Research

Storyboarding

Wireframing

Information Architecture

Project Management

A/B Testing

**Design & Product Tools**

Figma

Adobe Creative Cloud

Protopie

Jitter

Canva

Mixpanel

Statsig

**AI Tools**

Figma Make

Bolt.io

ChatGPT

Midjourney

Adobe Firefly

Luma Dream Machine