



# Mengling Wu (Absinthe)

## Senior Product Designer

✉ mwu19@u.rochester.edu   [Portfolio](#)   in [Mengling wu](#)   📞 +49 1635480435   📍 Munich, Germany

Hi! I'm **Sin**, a **Senior Product Designer** and **Product Owner**.

My experience spans four countries, where I've thrived in multicultural settings and forged lasting partnerships with clients and fellow professionals. Passionate and goal-oriented, I specialize in fostering business networking opportunities and cultivating relationships. Let's shape your products better!

## Experience

### Senior UX Designer

collaboration Factory GmbH | Munich

Aug. 2025 – Current

Senior designer that specialized in low/no code feature creation and also shape how enterprise teams work alongside AI.

Drove end-to-end UX for cplace's AI assistant from research through launch — leading competitive analysis, user interviews, and interactive prototypes to inform key product decisions; the feature contributed a 22% uplift in additional service revenue.

Evolved the design system from a static Figma file into a scalable brand infrastructure — establishing design tokens and leading team adoption of AI-assisted workflows alongside Figma, reducing design-to-development friction across the product organization.

### Senior UX Designer / Product Owner

Knauf Digital GmbH | Munich

Dec. 2022 – Current

Responsible for collaborating closely with product managers and developers to drive UX consistency across the brand site and regional marketplaces. Dive deep into regional customer insights to pinpoint needs and challenges, using a research-based approach to tailor a global experience for local markets.

Successfully improved usability on Knauf websites and services in 12 regions across 3 products, boosting brand experience impact.

Led cross-functional teams as UX designer and project manager, developing a new design system for Knauf. Prioritized tasks for designers and developers, ensuring seamless integration with Knauf content.

Identified regional customer needs and pain points to propose UX enhancements. Implemented improvements on Knauf's digital projects, resulting in increased website traffic and higher user engagement rates.

### Senior UX/UI Designer

Tset GmbH | Vienna

Aug. 2021 – Sep. 2022

Owned design strategy for a cross-platform B2B cost engineering tool used by enterprise clients including BMW — balancing complex domain requirements with the need for accessible, learnable UX.

Reduced complaint tickets about UX significantly after team reworked on design system as well as published many new user-oriented features.

Produced personas, user flows, journey maps, sketches, wireframes, and prototypes.

Implemented a highly successful learning training process for users at BMW who are not experts in cost engineering field; saved 4 days of the onboarding time to boost customers' software experience.

### Senior UX Designer

Binance | Singapore

Apr. 2020 – Jul. 2021

Created new website and campaign landing page design for Binance US. Produced a complete design system for cross-platform product from scratch. Conducted in-depth market research about Fintech platforms; oversaw product source relevant features & benefits to enhance product. Created value for consumers.

Attracted mobile end of users to Binance.US which boosted website by 200%; increased user engagement rate due to improvement on user wallet structures and dashboard part.

Collaborated with external developers to rebuild help center for Binance.US website; improved UX of section by categorizing tickets and adding tutorials, and more FAQs for specific question types.

### UI / UX Designer

Givery | Tokyo

Jan. 2019 – Mar. 2020

Led user-testing that incorporated qualitative and quantitative data. Formed UX goals and metrics. Performed empirical, user interview evaluations. Provided marketing directions and identified strategic growth opportunities in Japanese students' job-seeking market.

Finished company's product rebranding with another teammate, increased company's website views and recruitment website engagement rate, and average signed offers increased from 8 to 20 per month.

Worked closely with large traditional firms in Japan such as Fuji films and Konica Minolta to accomplish transformation to be digitalized and designed unique hiring experience for new graduate candidates.

### Game Designer

Northeastern University Game Studio | Boston

Aug. 2016 – Dec. 2017

Designed marketing plan for promoting the new behavior research platform Study Crafter. Created informational/educational graphics and training materials for VistaLight. Organized quantitative and qualitative user research sessions for more than 20 groups of different age groups.

Study Crafter became **one of the most** used citizen-science games for students' behavior observation study.

## Projects

### Net Zero [Source Code](#) - ETHGlobal web3 project

Mar. 2024

Net Zero empowers communities to combat climate change with transparency and ease. Corporates in the EU face significant pressure to manage ESG data, and complying with CSRD regulations is a complex challenge. Our app integrates GPS for accurate, private data tracking. Users earn points by walking or using public transportation and lose points for long-distance flights or driving.

Won 1st place for Celo Protocol prize, Flare, Hyperlane, Arbitrum and Blockscout prize at ETHGlobal Brussels.

### Binance / Tset / Knauf / cplace Design System

[Knauf system](#)   [cplace system](#)   [Binance system](#)

Executing current and future strategy of cplace Knauf, Binance and Tset's design systems and workflows. Launching features work across different product platforms. Collaborating across Front-end, QA and designer teams to implement design library.

## Skills

### Vibe coding, Design, Product Management

Data analysis, User Research, User testing, Vibe coding with Claude code, AI fast build Prototyping, Certified Scrum Professional Developer (PSD I)

### Tools

Figma, Jira, Visual Studio Code, Miro, Maze, Webflow, Slack, Zeplin, Wordpress, Agolia Engine.

## Languages

Chinese - Native

English - C1

German - A1

Japanese - B2

## Education

### Game Science and Design, MSc

Northeastern University | Boston   Aug 2016 - Dec 2017  
Focus on Game level design, Marketing research and Usability testing. (Honor GPA 3.8) | Awarded merit-based scholarship.

### Digital Arts and Sciences, BA

University of Florida | Gainesville   Aug 2012 - May 2016  
Focus on Animation, UI & UX, Web design and Video Production. (GPA 3.5)