

WEINA TANG.

Senior UI/UX & Product Designer

“A systems-oriented product designer crafting clarity and trust in complex, high-stakes environments.” with 5+ years designing complex, multi-platform digital experiences across automotive, mobility and AI-driven systems. I specialise in turning high-complexity workflows into clear, trustworthy and intuitive user journeys. With a background spanning Mercedes-Benz, Changan and Tencent, my work focuses on transparency, consistency and calm clarity in environments where users rely on the system to guide them confidently. I bring strong systems thinking, a research-informed approach, and high craft standards, all applied to create experiences that help people understand, trust and navigate complexity.

DIVERSITY

Lecturer, UX in Mobility
China Academy of Art · 2023

Guest Speaker, IUR Project
Tsinghua University · 2020

Expert, X-Mobility Salon
Le Mans, France · 2020

Research Collaborator
Workshop, Laval, France · 2020

SKILLS

Systems Thinking
Multi-platform & Multi-screen UX
Interaction Design & IA
Rapid prototyping
Hi-fi UI, Motion & Visual Craft
Figma, Adobe Suite & 3D
Mixed-method Testing
Behavioural Research
Design Systems
Stakeholder Alignment
Cross-functional Collaboration
Workshop Facilitation
Accessibility
English (Fluent)
French (Conversational)

EXPERIENCE

Senior UX Designer · Mercedes-Benz

Aug 2021 – Jul 2023 / Feb 2025 – Aug 2025, Beijing

- Led product definition and UX for the **global MBOS AI multi-screen passenger experience**, translating complex multi-device workflows into clear, cohesive user journeys; mapped cross-surface flows (cluster, central display, mobile) and defined interaction principles that improved continuity and reduced cognitive load.
- Synthesized insights from user clinics and internal studies to refine information hierarchy, content clarity and multi-screen handover logic.
- Delivered editorial UI systems, frameworks, and prototypes, collaborating closely with stakeholders cross **Germany-America-China teams** to balance luxury design principles with HMI bandwidth and technical constraints.

Product Strategy & UX Lead · Chang'An Automotive

Aug 2023 - Jan 2025, Chongqing / Turin

- Built and governed **enterprise-wide UX Label System**, translating brand values into measurable UX principles and visual patterns across core vehicle lines, improving cross-platform consistency and execution quality.
- Defined cockpit-level UX for flagship and mass-production products, integrating brand values, physical UX and digital UX into a unified in-car service ecosystem, ensuring clarity, consistency and ease of understanding across complex feature sets; used mixed-method research to align teams cross China-Italy on a coherent in-car experience, achieving **76% feature adoption** and **86% satisfaction**.

UI / UX Researcher & Designer · Tencent

Oct 2020 – Jul 2021, Beijing

Designed lane-level navigation and guidance experiences for mobility scenarios, focusing on how to surface real-time system decisions in a clear, confidence-building way. Collaborated with data and mobility teams to shape interaction states and visual behaviours for complex, data-driven environments.

Product Designer (Intern) · Samsonite Europe

Feb 2020 – Sept 2020, Belgium

Designed next-generation premium luggage line (MAJOR-LITE) - defining form language, CMF and 3D model — **European design patent**, launched globally with **strong commercial success**.

EDUCATION

Urban & Sustainability (RNCP Level 7)

Human-centred urban mobility, smart city design, and sustainability

Master · L'École de Design Nantes Atlantique, France · 2018 - 2021

Industrial Design (Automotive Design)

Exchange, Hochschule für Gestaltung (HfG), Offenbach, Germany

Bachelor · Central Academy of Fine Arts (CAFA), Beijing, China · 2013 - 2017

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