



Mengling Wu (Absinthe)

Senior Product Design Engineer

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Hi! I'm **Sin** — a **Senior Product Design Engineer** and **Product Owner** with eight years in enterprise B2B SaaS, fintech and HR-tech across Munich, Vienna, Singapore and Tokyo.

I take products from research and strategy to shipped, measurable outcomes. Most recently I designed cplace's AI Companion as the only designer in a nine-person team — 22% of existing customers subscribed within eight months of launch — and set up an AI-first design-to-development workflow that halved delivery cycles. Before that I built design systems at Binance, Tset and Knauf and rebuilt a global corporate website for 12 regions. I work in code as comfortably as in Figma, and I do my best work where design, product and engineering decisions meet.

Experience

Senior UX Design Engineer

 collaboration Factory GmbH (cplace) | Munich

 Aug 2025 – Present

Only designer in a nine-person team (PM, five engineers, test engineer, data scientist) building the AI Companion, an AI assistant embedded across cplace's enterprise project & portfolio management platform — and in practice its project manager, running prioritisation, sprint planning and resource allocation alongside the design work.

Took the AI Companion from research to launch in four months: benchmarked Planisware and monday.com, interviewed customer success, admins and end users, and ran an end-user beta before build. Paid adoption grew from 1.2% to 22% of existing customers within eight months of launch.

Designed the interaction model for 16 AI tools inside a side-panel chat: one consistent result card with four states for every tool, a “reads run, writes ask” confirmation rule that balances speed against the data-exposure concerns raised by admins, visible thinking steps, and an admin dashboard for AI usage.

With a UX colleague, set up the product team's AI-first working mode — Claude Code as the standard prototyping tool, a design gate before release, defined PO → Design → Engineering handovers and a Figma MCP → VS Code bridge — cutting the design-to-development cycle from a two-week sprint to one week.

Co-develop Helles, cplace's design system on PrimeNG v22.

Senior UX Designer / Product Owner

 Knauf Digital GmbH | Munich

 Dec 2022 – Jul 2025

Rebuilt knauf.com for a 100-year-old building-materials brand serving four customer types across 12 regions and 3 products (relaunch March 2024). Worked in a team of five designers with front-end engineers, PMs, data analysts and customer support, balancing one global experience against regional market needs.

Led discovery, prototyping and testing of the new global navigation, collapsing five navigation levels into three clicks; 80% of 20 test users chose the winning concept. Product-page views rose 78% in the first 30 days after relaunch (Adobe Analytics, knauf.de).

Volunteered as Product Owner of the design system and consolidated four design systems and 50+ Figma files into one MUI-based library — 90% of components global, Storybook in parity with Figma — while prioritising the backlog for designers and developers.

Senior UX/UI Designer

 Tset GmbH | Vienna

 Aug 2021 – Sep 2022

Owned design strategy for Cost, a B2B cost-engineering platform used by enterprise clients including BMW — balancing deep domain complexity against a UX that non-experts can learn.

Led the eTsetera 2.0 design-system rebuild as one of two designers: site audit, components, tokens, a typeface change from Din Next to Noto Sans, and Storybook QA. Developers reported faster handoffs and less QA back-and-forth, and UX complaint tickets fell significantly.

Grounded the work in a full-day research session (interviews, card sorting) and A/B tests with product owners, then designed a new learning and training process for BMW users new to cost engineering that cut their onboarding by four days.

Senior UX Designer

 Binance | Singapore

 Apr 2020 – Jul 2021

On the UED team of a product live in 70 countries and 25 languages (30+ designers and PMs), built Binance's first cross-platform design system from scratch with six other designers (Figma → Storybook → React), light and dark mode from day one, and wrote the voice-and-tone content style guide from customer tickets and interviews — adopted as the copy reference across teams.

Designed Binance.US 2.0 (web + iOS) from research to launch. A teardown of six competitor exchanges, 12 user interviews and card sorting showed that 71% of interviewees had never seen the dashboard we were asked to fix; after launch, web traffic grew 200%, driven by mobile users. Also rebuilt the help centre with external developers.

UI/UX Designer

 Givery | Tokyo

 Jan 2019 – Mar 2020

Led UX/UI and half of product management for Athletics (athletix.run, launched October 2019), a hackathon-first hiring platform for Japan's engineering students, in a two-person design team.

Owned the product end to end — hiring-manager interviews, personas, a manga-style user journey, information architecture for three user types, wireframes, two rounds of user testing, logo and rebrand. Average signed offers grew from 8 to 20 per month after launch.

Worked with Fujifilm and Konica Minolta to digitise their new-graduate hiring.

Projects

Atmos — Co-founder & CPO

heyatmos.com

 2024 – 2025

Climate-reporting (CSRD) software for European SMEs, co-founded part-time with two hackathon teammates (CEO and CTO) with whom I had won seven first prizes across three in-person hackathons.

Led product end to end — research working backwards from the CSRD/ESRS report structure, product discovery with an ESG manager at Allianz, personas, flows, a high-fidelity prototype, demo video, website copy and a 14-slide pre-seed deck — and co-owned the project plan and fundraising narrative with the CEO.

Positive feedback from climate-focused VCs and CSRD practitioners; applied to Y Combinator two months in and chose not to pursue it after the early-2025 EU Omnibus changes removed most SMEs from CSRD scope.

Net Zero — ETHGlobal Brussels

[Source code](#)

 2024

Web3 app that rewards low-carbon mobility with GPS-based, privacy-preserving tracking — points for walking and public transport, deductions for flights and driving. Won 1st place for the Celo prize plus the Flare, Hyperlane, Arbitrum and Blockscout prizes; one of my 15 Web3 hackathon wins (incl. ETHGlobal London and Paris).

Skills

- Product design & research**
- End-to-end product design, design systems and tokens, information architecture, interaction design, user research (interviews, card sorting, usability testing, A/B tests), content design and voice & tone, data analysis.
- Product & delivery**
- Product ownership, backlog prioritisation and sprint planning, cross-functional leadership, Certified Scrum Professional Developer (PSD I).
- Design engineering & AI**
- AI-assisted prototyping with Claude Code, Figma MCP → VS Code handover, Storybook, MUI, PrimeNG, design-to-code workflows.
- Tools**
- Figma, Storybook, VS Code, Jira, Miro, Maze, Contentful, Adobe Analytics, Webflow, Zeplin, WordPress, Algolia, Slack.

Education

- Game Science and Design, MSc**
-  Northeastern University | Boston
-  Aug 2016 – Dec 2017
- Focus on game level design, marketing research and usability testing; Honors GPA 3.8, merit-based scholarship. Game Designer at the university's Game Studio (2016–2017): designed Study Crafter, a citizen-science research game that became one of the most used for student behaviour studies.
- 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.

Languages

- Chinese – Native
- English – C1
- Japanese – B2
- German – A1