Portfolio

UI/UX designer specializing in B2C/
B2B platforms, interactive web
design, and motion systems.

Ai Mengchao

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4+
Years of UI/UX Design Experience

Timeline

2024.12-Now

SAIC Volkswagen

UI/UX Designer I CIX: Led UI/UX design for in-vehicle control and other consumer-facing digital products, with a focus on vehicle control systems and external vendor coordination.

2021.7-2024.12

SAIC Volkswagen

UI/UX Designer I SX : Responsible for consumer-facing marketing UI/UX design.

2020.9-2021.3

Bigmind

Design Intern I Supported foresight research and early-stage design exploration.

Education

2018.9-2021.6

Tongji University

Industrial Design I Design and Innovation Institute

2019.9-2020.6

Politecnico di Milano

Integrated Product Design I Design Institute

2013.9-2017.6

Tongji University

Automobile Service I CDHAW

Skills

UI Design

Mobile, web, and landing page interface design.

UX Design

B2B and B2C app experience design for web and mobile.

Motion Design

Motion design for landing pages and digital interfaces.

User Research

Research experience in foresight and service design projects.

Visual Design

Social media, branding, logo, and visual system design.

Tools

Language

Chinese

English

Enterprise Mobility Experience

SAIC VOLKSWAGEN

2025.11-2026.3

Redesigning the vehicle dashboard to improve control efficiency and feature discoverability.

01 Context

The legacy vehicle control app had accumulated numerous features across product generations, resulting in an outdated structure and fragmented experience. As the UI/UX lead for the vehicle control domain, I was responsible for restructuring the information architecture, implementing UI within the global design system, defining interaction flows for key vehicle functions, and coordinating delivery with internal engineering teams and external vendors.

02 Challenge

Legacy Issues

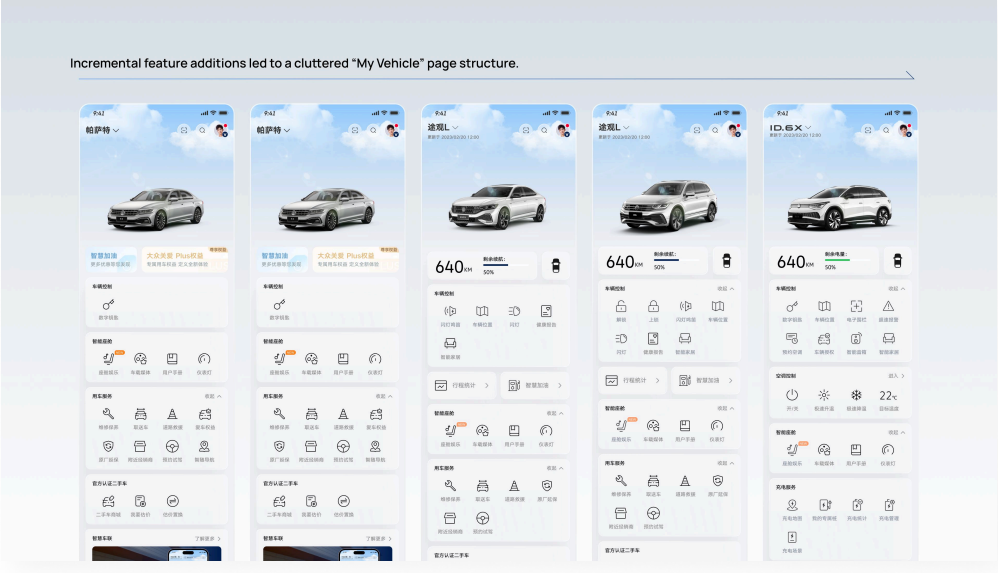
Over multiple vehicle generations, new features were layered onto an outdated structure, creating cluttered layouts and weak hierarchy. The interface struggled to support efficient navigation on mobile.

Cross-functional Priorities

Service teams required prominent placement to drive revenue, while core vehicle controls demanded direct and unobstructed usability.

User Base Transition

Previous vehicles mainly served pragmatic users focused on a few core controls. The new lineup targeted younger users with stronger exploratory behavior.



03 Solution Overview

Hybrid Structure, Not a Single Layout

Using a horizontal tab system combined with a Bento Box shortcut area, instead of relying on one fixed page structure.

User Customization, Not Fixed Priority

Allowing users to define their own shortcut order, rather than locking feature priority by business assumptions.

Scenario-Based Organization, Not Isolated Features

Grouping functions by usage scenarios, instead of presenting them as disconnected individual features.

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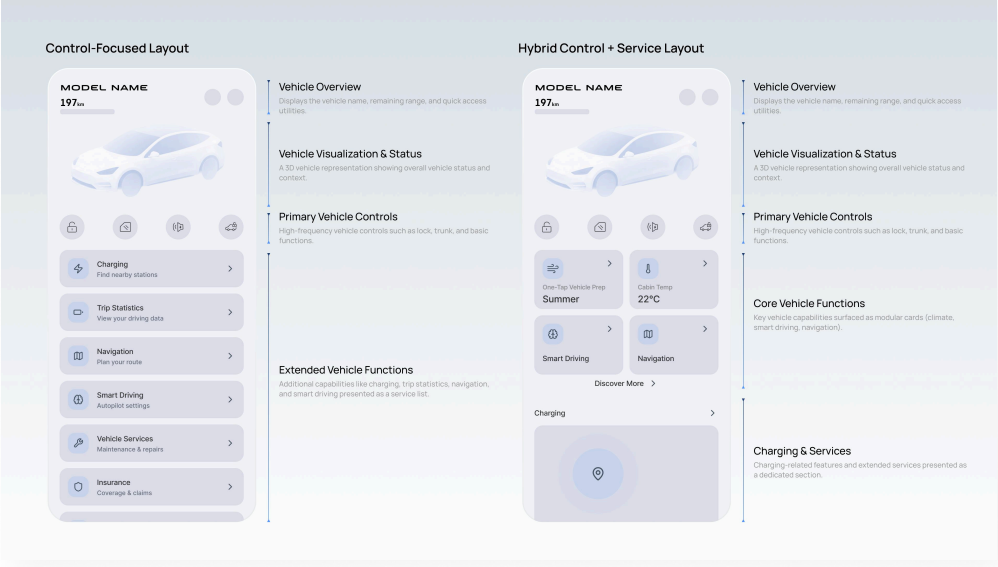
04 Design Process

Data-Driven Optimization, Not Intuition-Based Decisions

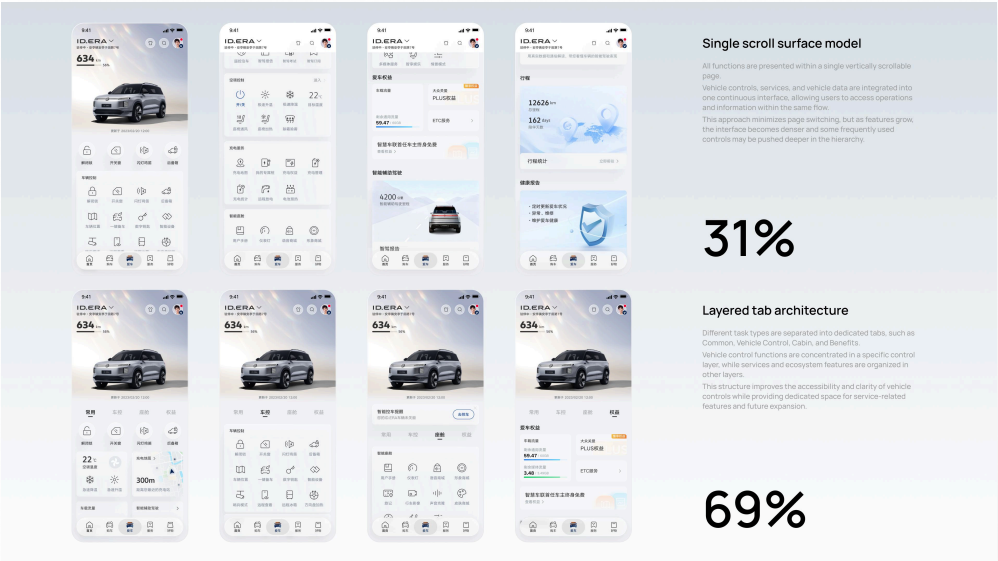
Using tracking data to inform future default shortcut ranking, rather than depending only on intuition.

Hybrid Structure, Not a Single Layout

Through competitive analysis, two dominant page structures emerged in the EV market. One uses a single-scroll layout that places vehicle controls and related services on the same surface, creating a unified experience but often increasing the path to high-frequency functions. The other adopts a layered structure that separates controls and services into different information levels, improving operational efficiency but sometimes weakening the connection between related service content.



Rather than following either model directly, we proposed a hybrid structure that combines the strengths of both: a layered tab architecture for clearer task separation, together with a high-frequency shortcut area to preserve quick access and contextual visibility. To validate this direction, we built prototypes for the different structural approaches and tested them through user clinics. The results showed that the hybrid model offered better clarity for frequent control tasks while still supporting broader service exploration, leading to the final page structure.



Enterprise Mobility Experience

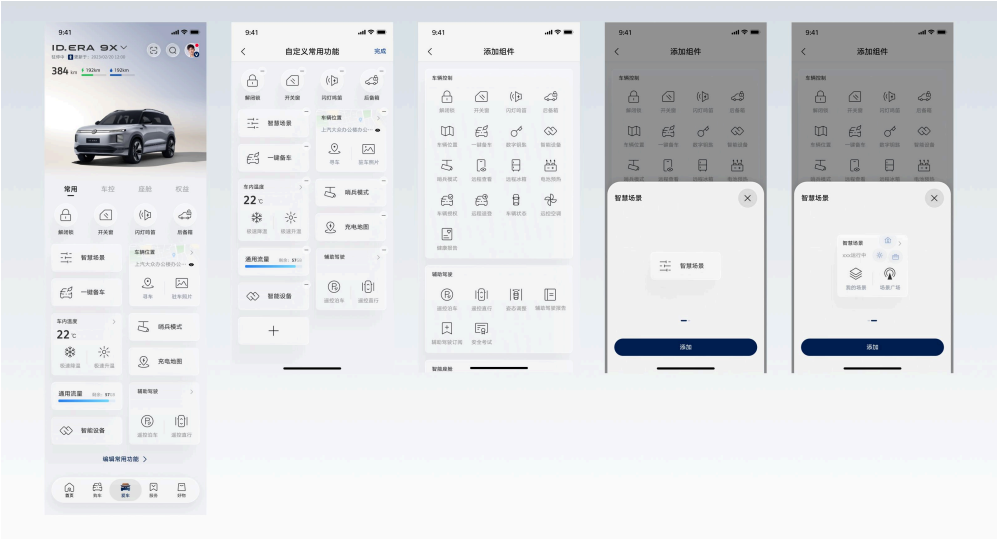
SAIC VOLKSWAGEN

2025.11-2026.3

Redesigning the vehicle dashboard to improve control efficiency and feature discoverability.

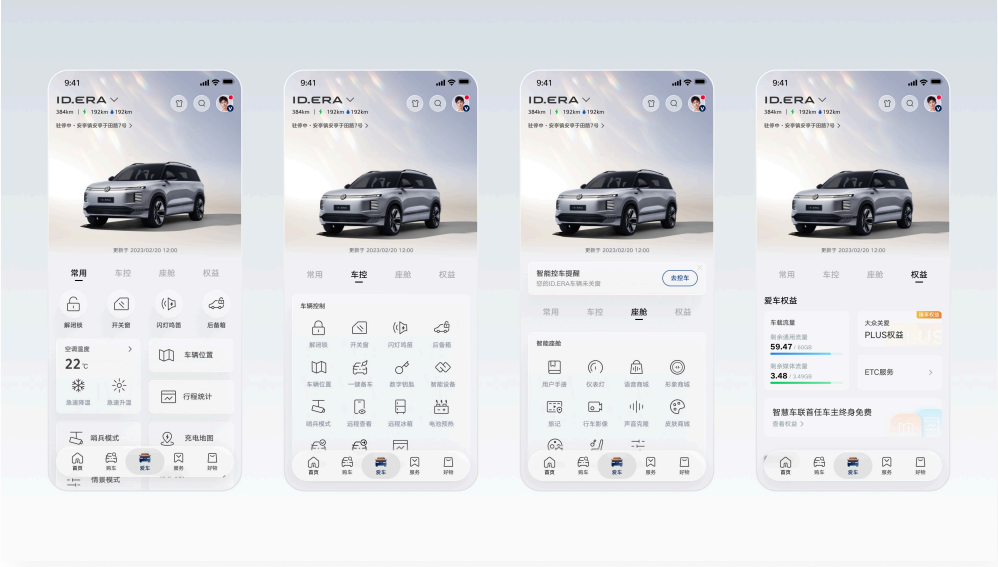
User Customization, Not Fixed Priority

To balance the business need for service exposure with the usability demand for direct vehicle control access, we adopted a customizable shortcut model based on established market patterns. This allows users to shape the priority of key functions around their own usage habits rather than a fixed default order. The customization entry was made more explicit and discoverable, lowering the learning threshold and making personalization feel immediate and approachable.



Scenario-Based, Not Feature-Led

To balance the business need for service exposure with the usability demand for direct vehicle control access, we adopted a customizable shortcut model based on established market patterns. This allows users to shape the priority of key functions around their own usage habits rather than a fixed default order. The customization entry was made more explicit and discoverable, lowering the learning threshold and making personalization feel immediate and approachable.



Enterprise Mobility Experience

SAIC VOLKSWAGEN

2025.11-2026.3

Redesigning the vehicle dashboard to improve control efficiency and feature discoverability.

05 Final Outcome

Data-Driven Optimization, Not Intuition-Based Decisions

After launch, tracking was implemented across key features on the vehicle page to monitor real usage patterns over time. These data points provide a clearer basis for defining the default order of the Bento Box shortcuts, rather than relying only on business assumptions or product intuition. This also creates a more efficient foundation for ongoing iteration, making future optimization decisions easier to validate and refine.

A Layered Architecture for Evolving User Behaviors

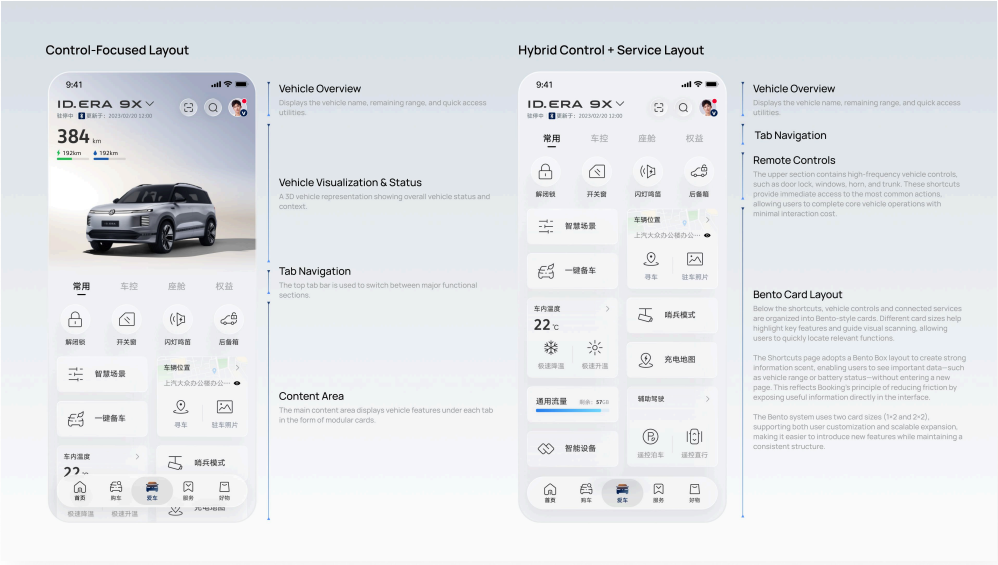
The final homepage adopts a layered information architecture, separating functions by task intensity and exploration depth.

Shortcut: A quick-access layer for high-frequency controls such as door lock, climate, and battery status, enabling fast, goal-driven actions.

Vehicle Control: A complete index of vehicle functions, ensuring all system capabilities remain discoverable for deeper operations.

Charging: A dedicated layer for the charging journey, supporting tasks such as scheduling, status monitoring, and energy management.

Services: A space for subscriptions, after-sales services, and future ecosystem features, keeping commercial content separate from core controls.



Website Motion Design for Hertzflow

Hertzflow

2026.01-2026.02

Designing motion and interaction to express the Hertzflow brand and simplify complex Web3 concepts.

01 Context

For Hertzflow—positioned as a global leverage engine optimizing liquidity and capital efficiency—the website needed to express both financial precision and the dynamic flow of assets.
Motion design served as cognitive scaffolding, translating complex smart-contract mechanisms into intuitive visual flows. Purposeful motion also improves information retention and reduces perceived wait time, making complex systems easier to understand.

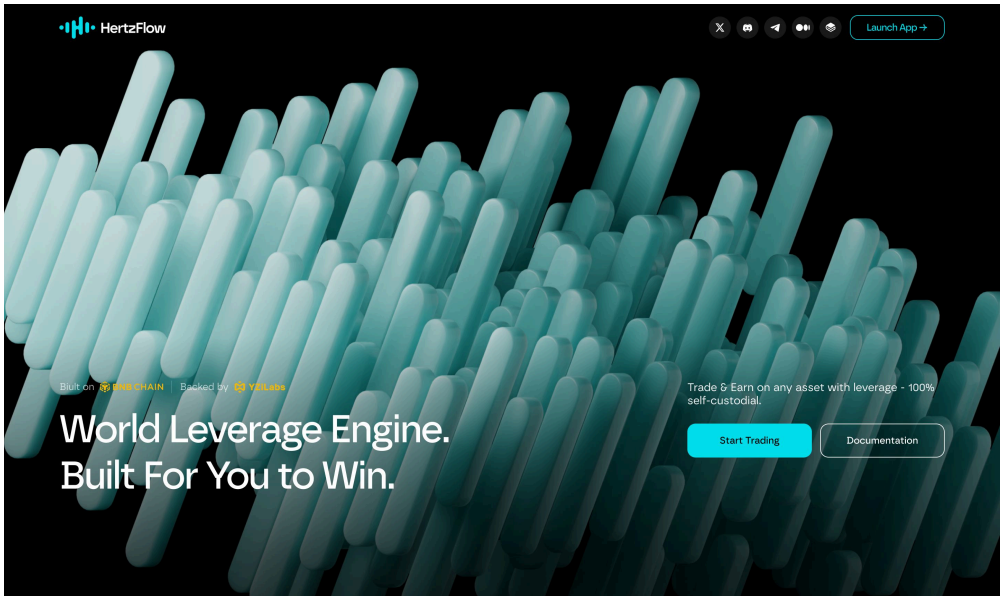
02 Objective

Hertzflow demonstrates strong technical capabilities through leveraged trading, automated yield strategies, and cross-chain liquidity routing on the BNB Chain. However, complex financial protocols often face high cognitive barriers for users. This project explores motion design strategies for the Hertzflow landing page—covering the hero loop, explanatory animations, scroll-driven 2.5D scenes, and logo micro-interactions—to create a high-performance motion system that balances visual aesthetics with a sense of financial trust.

03 Motion System

Hero Loop Animation: Visualizing Liquidity Flow

The Hero section is the user's first entry point into the Hertzflow ecosystem, and its visual impact strongly influences the bounce rate. In recent design trends, immersive first impressions are often created through guided animation or looping motion to establish brand tone. For a platform focused on cross-protocol liquidity routing, the hero loop is not merely decorative—it acts as a visual metaphor for capital efficiency and asset flow.



Section Motion: Explaining the Product Through Interaction

The second section introduces Hertzflow's core capabilities through a series of modular panels. Motion is used to progressively reveal product value—such as cross-asset trading, real-world price anchoring, high-leverage strategies, and a tailored trading interface. Subtle animations guide attention across the grid, allowing users to quickly scan each capability while maintaining visual rhythm. Instead of overwhelming users with complex DeFi mechanics, the motion system breaks information into digestible moments, helping users understand the platform's core advantages through interaction rather than static explanation.

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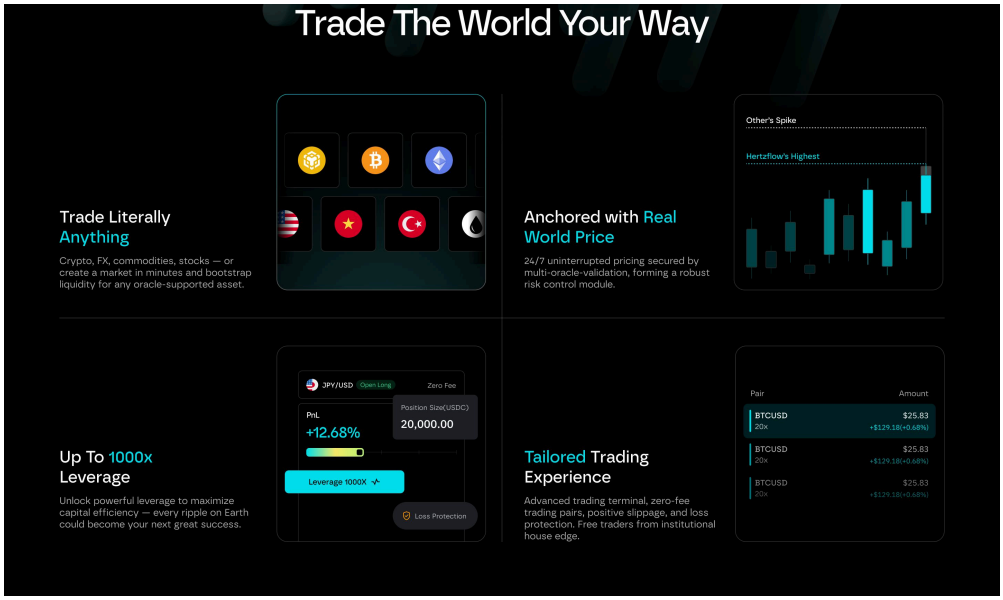
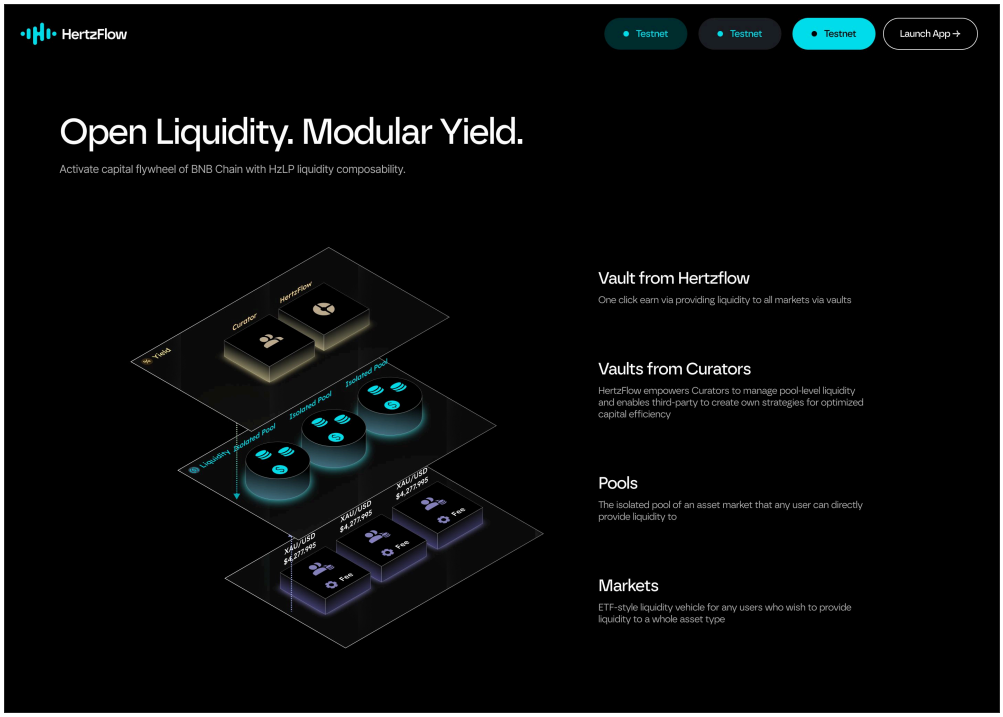


Scroll-driven 2.5D Animation: Spatializing Liquidity Flow

The third section uses a scroll-driven 2.5D animation to visualize Hertzflow's HzLP liquidity composability. As users scroll, layered depth reveals how funds move from personal wallets into vaults, and then distribute across different markets and liquidity pools. This spatialized presentation helps users form a mental model of the underlying financial topology, turning abstract protocol mechanics into an intuitive visual narrative while reinforcing trust through perceived transparency.



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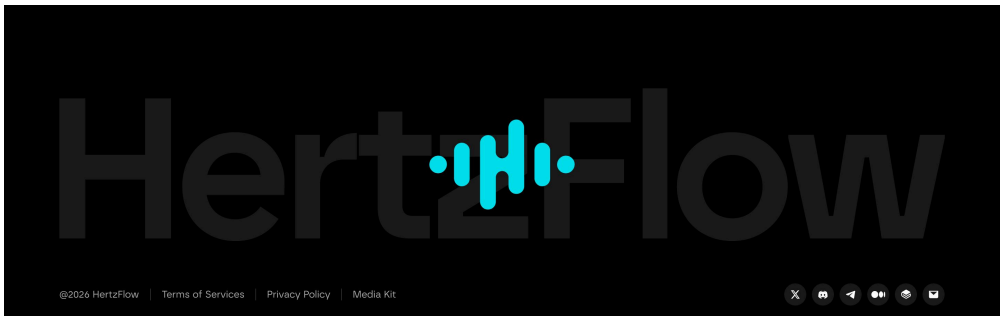
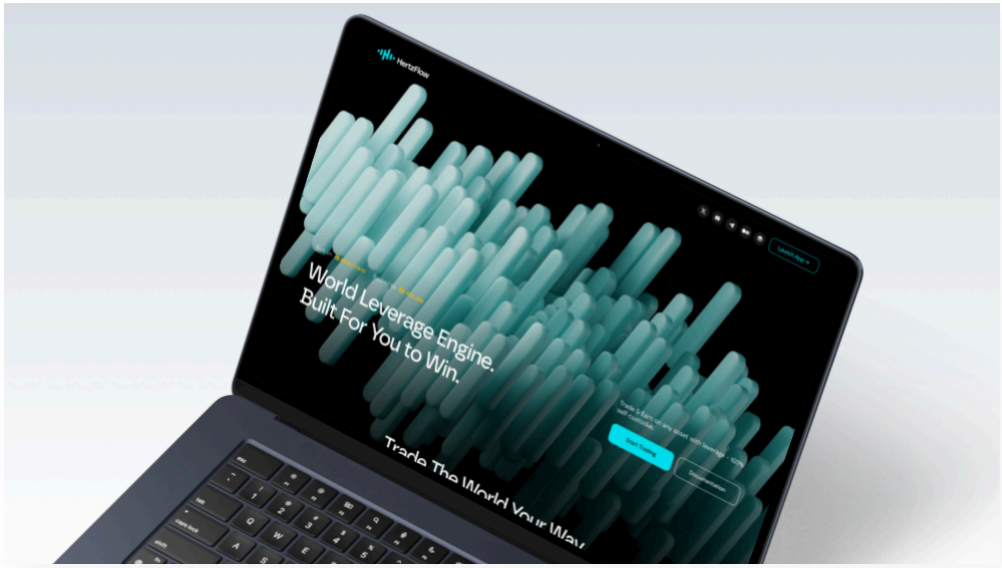
Logo Animation: A Moment of Brand Feedback

The logo animation functions not just as an opening element but as a subtle brand touchpoint at the end of the experience. Placed at the bottom of the landing page or within the navigation, it acts as a small visual reward after users complete their browsing journey.Through a geometric expansion and a subtle wave-based oscillation inspired by Hertz frequency, the motion reflects the brand's themes of precision and efficiency, reinforcing Hertzflow's identity as a "leverage engine."



04 Result

Through a coordinated motion system across the landing page, Hertzflow's complex financial mechanisms are translated into intuitive visual narratives. From the immersive hero loop, to explanatory section animations, spatial 2.5D liquidity flows, and subtle logo micro-interactions, motion design guides attention, clarifies product value, and strengthens brand identity. The result is a landing experience that not only communicates technical depth but also builds user confidence by making sophisticated DeFi concepts visually understandable.



Rebuilding a Modular Sales Tool System

SAIC VOLKSWAGEN

2026.01-2026.02

Restructuring a WeCom-based sales tool to improve efficiency and scalability in complex frontline workflows.

01 Context

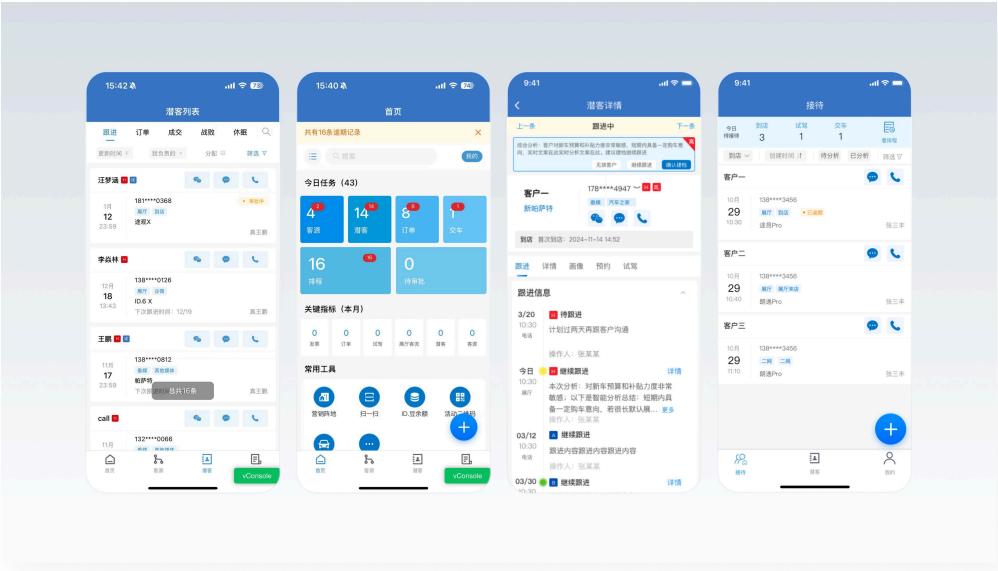
This project optimized a WeCom-based sales tool used by frontline advisors to manage customers, orders, and appointments. As new features were gradually added, the interface became cluttered and inconsistent. Instead of redesigning the system, the goal was to reorganize the structure and establish clear rules that could support future expansion.

The goal was to establish a scalable UI structure that could evolve with business growth by restructuring the homepage hierarchy, defining a unified component system, and enabling developers to extend new features independently within clear design rules.

02 Challenge

Growing Business Complexity

As sales processes and modules expanded, the system's complexity increased significantly. Leads, customers, orders, deliveries, and appointments were layered onto the same interface, with new features often added as additional fields, cards, or entry points. Over time, the tool evolved from a focused sales assistant into a cluttered interface overloaded with information.



Lack of a Unified Information Structure

On the list and detail pages, information was arranged loosely within cards, with no consistent structure between fields and no clear emphasis on key states. While manageable at smaller scales, the growing number of fields quickly reduced readability, forcing sales advisors to spend more time interpreting information and making future expansion increasingly difficult.

Lack of Scalable UI Rules

With no dedicated UI support, many interface changes in later iterations were implemented directly by developers. Without clear component rules or information structures, new features were often added wherever space allowed, causing the interface to drift over time. The key challenge was not only to improve clarity, but to establish scalable UI rules that developers could consistently follow as the system evolved.

03 Method

From a business perspective, I first mapped the core information types used by sales advisors. Page content was grouped into three categories:task-related actions for operational buttons and next-step triggers, informational fields for business and customer details, and status indicators for at-a-glance progress, intent, or processing state. After defining these categories, I analyzed the homepage, list, and detail pages. While the homepage structure was largely stable, the list and detail pages showed inconsistent field layouts, unclear hierarchy, and poor scalability. As a result, the focus shifted from redesigning pages to standardizing how information is structured and presented.

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04 Strategy

Principle 1 — Preserve Structure, Improve Readability

The homepage structure remained unchanged to avoid disrupting existing workflows. Instead, visual noise was reduced by limiting colors and strengthening hierarchy, making the interface cleaner and easier to scan.

Principle 2 — Standardize Information with Key-Value

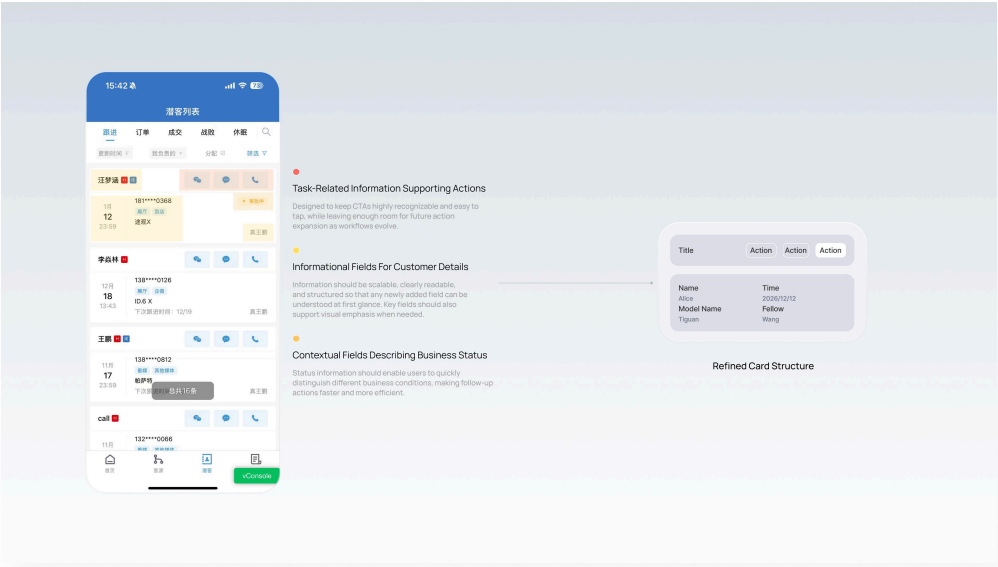
List and detail pages were reorganized into a Key–Value structure, clarifying field relationships and creating a stable pattern for adding new data without redesigning layouts.

Principle 3 — Highlight Key States with Tags

Important information such as source, intent, or status was presented as tags, enabling faster scanning and recognition compared to plain text.

Principle 4 — Create Extendable Component Rules

Reusable patterns—information area, tag area, and action area—were defined so developers can extend features within existing structures while maintaining interface consistency.



05 Result

Homepage Optimization (Task-Oriented Homepage)

The overall homepage structure remained unchanged, with improvements focused on visual hierarchy. By reducing excessive colors, minimizing decorative noise, and strengthening separation between modules, the interface became cleaner and easier to scan. Task information, metrics, and tool entries are now more clearly distinguished, improving readability while preserving existing user habits.

Structured List Page

The list page underwent the most significant changes. Previously, customer information was scattered across cards without a consistent structure, making it difficult to read and expand. In the redesign, key information was reorganized into a Key–Value layout, creating clearer relationships and a more predictable reading flow. Important attributes such as source or status were converted into tags, allowing sales to quickly identify key information while scanning the list. This approach improves both readability and future scalability.

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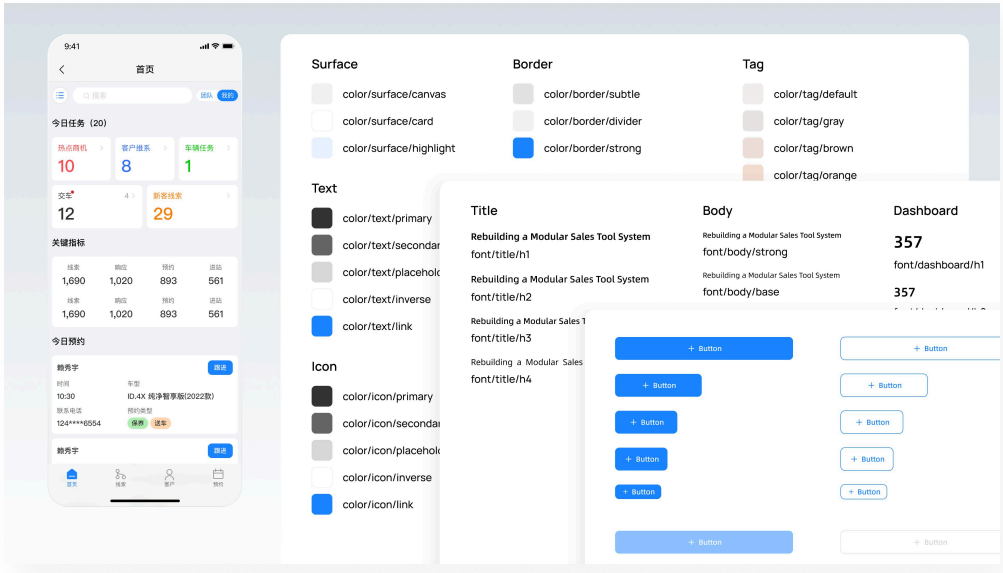
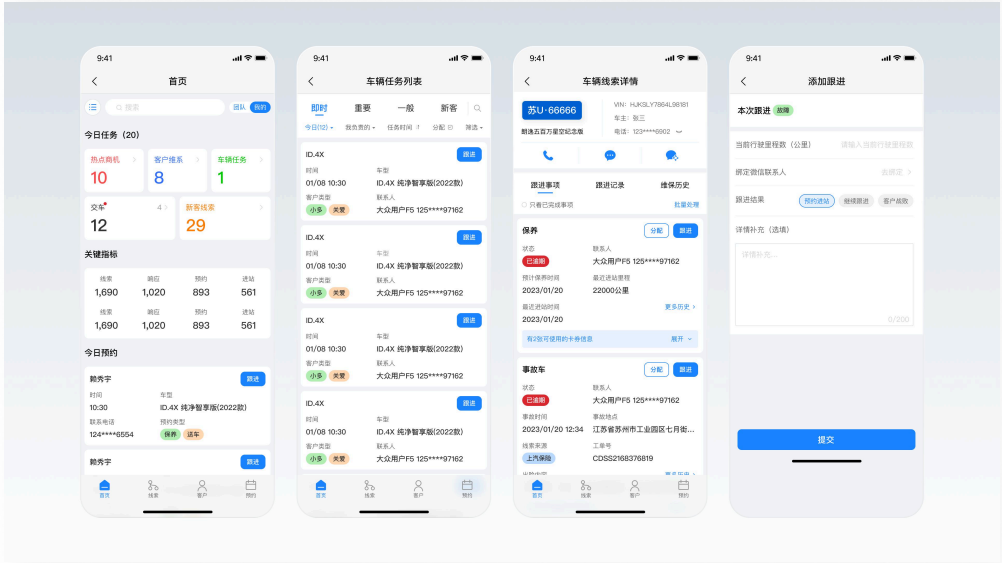
Clear Detail Page Hierarchy

The detail page follows the same structure as the list page, using a Key–Value layout for core information and tags to highlight key states. This consistency allows users to move from list to detail without adjusting to a new reading pattern. Information grouping and action placement were also stabilized, keeping the page clear even as more business data is added.





Ready For The Next Complex *Challenge*.

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