# Lillian Zeng

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## WORK EXPERIENCE

### Slingshot
**Head of Product Design | 2021–Present**

*Slingshot is a fintech startup building comprehensive business management software for rapid-growth creators + music artists. $1.5M+ backed by industry VCs, currently at seed stage.*

- Led 0-1 design and UX innovation in an immensely complex problem space.
- Shipped MVP launch and multiple feedback-driven product iterations.
- Scaled product to 180+ creators and $3m+ ARR.
- Built an extensive UI component ecosystem from the ground up.

### Google
**Product Designer (Contract), CreativeLabs | 2021**

- Led UX + graphic design in a team of 4 students + 1 mentor.
- Produced and presented hi-def renderings of proposed solutions.

### Blizzard Entertainment
**UIUX Design Intern, Overwatch Gamesite | 2019**

- Led design of 3 shipped web projects, notably Overwatch on Nintendo Switch.
- Contributed to award-winning Overwatch 2 announcement site.
- Contributed improvements to internal design system & style guide.

### RallyCry
**UI & Visual Designer | 2020–2021**

- Led design of visual identities for clients: US Air Force, Boy Scouts, LevelNext.
- Aided UIUX design of white-label digital platform.

**Freelance Work | 2019–2022**

- UIUX Design, Samsung
- UIUX Design, Yahoo! News
- Visual Design, KnowLabs Medical

## EDUCATION + LEADERSHIP

### USC Iovine & Young Academy
**B.S. Arts, Technology & the Business of Innovation | May 2022**

Magna Cum Laude • Dean's List

### DailyTrojan
**Design Director | 2019–2020**

Oversaw all layouts and design projects, led + mentored team of 8 designers.

### USC Figure Skating
**President/Captain | 2021–2022**

2x Gold Medalist + 1x Silver Medalist, U.S. Figure Skating Pac. Coast Intercollegiate

## SKILLS

**Tools**

- Figma, Sketch, Framer
- Adobe Ps, Ai, Lr, Id
- AfterEffects, Premier
- Maya, Blender, Unity

**Languages**

- HTML/CSS
- JavaScript

**Other**

- Drawing, digital art
- Photography