
PROFILE

Pei is an experience designer with 11+ years of professional experience building delightful and engaging experiences for people, brands, and products, currently based in San Francisco.

RECOGNITIONS

Golden Pin Design Award

Visual Communication Design | 2017

The International Design Awards

Honorable Mention | 2017

EDUCATION

Bachelor of Fine Arts in Graphic Design with Business Administration Minor

University of South Carolina | 2012

SKILLS

Product Design • Design Research
Wireframing • Prototyping
Branding • Creative Strategy
Art Direction • Graphic Design
Installation • Visual Merchandising
Illustration • Packaging • Photography

TOOLS

Sketch • Figma • XD • Principle
Illustrator • Photoshop • InDesign
InVision • Rhinoceros • KeyShot
HTML • CSS • Python

LANGUAGES

English

Professional working proficiency

Cantonese Chinese

Native proficiency

Mandarin Chinese

Native proficiency

PRODUCT DESIGN EXPERIENCE

Product Designer | 2021 - Current | Samsung Electronics • Global Tech Enterprise

- product designer driving cross platform experience for Samsung TV Plus
- mobile product designer for service apps in Samsung mobile ecosystem
- collaborate with product owners and strategists to craft innovative future product visions

Product • UI/UX Designer | 2021 | Ulta Beauty • Leading Beauty Retailer

- designer for Ulta Beauty's iOS app (4.9, 1.2M ratings) and Android (4.5, 125K rating) app
- revamped app and develop design system with new branding
- redesigned homepage for iOS and Android app

Product Designer | 2020 | FamilySearch • Global Genealogy Research Institute

- product designer for messaging, Chinese localization and campaigns production for 13M+ users
- revamped messaging and commenting features for multiple products across the platform
- oversaw and managed designs from external agency for personalized email campaigns

Freelance Product Designer | 2019 - 2020 | Avalon Novel • Digital Publishing Startup

- revamped brand visuals and initiated the first design system for the writer and reader portals
- conducted usability analysis and optimizes the writer portal for a smoother writer experience

Freelance Product Designer | 2018 – 2019 | Dongci Video • Series A Social Video Platform

- evolved collaboration and search features to optimize remote music collaboration for 2M+ users
 - led design effort for the Studio feature for a more engaging remote music collaboration
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MORE DESIGN EXPERIENCE

Freelance Design Consultant | 2013 – Current

- partner with various clients and agencies to ideate, design, and craft engaging experiences for people, brands, and products
- served a variety of clients like tech start-ups, non-profits, and also established brands like Amazon Music, Audible, GE, JanSport, Nest, Olympus, One World Alliance, Timberland, Vans, etc.

Brand Experience Designer | 2014 – 2017 | Leaping Creative • Award-Winning Design Agency

- collaborated with brand strategist to plan and conduct design research to inform design team
- led a team of designers to design and execute cohesive brand experience through visual identity, installation, exhibitions and interior design
- developed brand visual identity systems, marketing plans and deliver effective design materials
- mentored junior designers to ensure high-quality work and fostered their growth in design skills

Visual Designer | 2014 | ThinkThing Studio • Award-Winning Creative Studio

- collaborated with clients to refine their business objectives and brand images to reconstruct marketing strategies, product lines, and marketing materials

Founding Partner & Designer | 2013 - 2014 | Big Eyed Bird Creative • Boutique Creative Studio

- developed brand visual identity systems and produced collateral materials
- led internal marketing plans and execution
- served a variety of clients like regional festivals, tech start-ups, non-profits, and local government

Graphic Designer | 2012 – 2013 | Post No Bills • Award-Winning Creative Agency

- designed and executed visual identities, invitations, t-shirts, packagings, dimensional mailers, ads, and billboards for events and campaigns
- served national clients in the entertainment industry like ESPN, Disney, DreamWorks, Paramount, etc.