

Pei Liang

Email: peiUXdesign@gmail.com | Phone: 551-208-3186

A highly skilled and passionate full-stack designer with extensive experience in product and UX design. Proficient in problem-solving, usability research, and delivering comprehensive design solutions from strategy to final product. Adept in Agile/Lean UX frameworks and a reliable resource for developers seeking UX/UI guidance.

Projects & Achievements

- Received the **Red Dot Award 2023 for Design Concept**, recognizing excellence in design concept.
- Developed a new product from scratch at AWS, launched at Amazon's annual Re:Invent.
- Redesigned McKinsey's digital style-guide, enhancing brand consistency.
- Boosted internal tool for McKinsey usage by 30% through strategic onboarding design.
- Designed solutions for evaluating Android enterprise devices at McKinsey.

Specialties

- User Experience (UX) Design: Information Architecture, User Interface & Visual Design, Prototyping, Motion Design, Data Visualization
- Research & Evaluation: Cognitive Walkthrough, Heuristic Evaluation, User Testing, Card Sorting, Tree Testing, Usability Research
- Design Tools: Sketch, Illustrator, Photoshop, Principle, ProtoPie, InVision, After Effects, Cinema 4D, ZBrush
- Data & Analytics Tools: Google Analytics, Heap, Tableau, Carto, GSAP
- Programming: HTML, CSS, JavaScript
- Languages: English, Chinese, Japanese

Education

- Master of Science in Information Experience Design
Pratt Institute, NYC | 2016-2018
- Bachelor of Fashion Design
Dong Hua University, Shanghai | 2008-2013
- Apparel Design
Bunka Fashion College, Tokyo | 2012-2013

Work Experience

AWS

UX Designer

Oct 2018 - Present, NYC

- Led the design of "Application Testing" for mainframe modernization.
- Successfully launched the product at Amazon's RE event and reached the Preview version in mid-2024.
- Conducted monthly user interviews to identify pain points and designed research plans to gather quantitative feedback.
- Collaborated with BAs and PMs to decompose long-term goals into actionable tasks.
- Created protocols for design handoffs to ensure seamless communication between designers and developers.
- Facilitated workshops to define team design principles.

McKinsey & Company

Senior Product Designer

June 2018 - August 2018, NYC

- Participated in redesigning McKinsey's digital assets style-guide to maintain brand consistency.
- Delivered UX strategy to end product design for a staffing tool, resulting in a 30% increase in tool usage.
- Led the onboarding experience design for an internal tool.
- Worked on solutions for enterprise users evaluating Android devices and services.
- Reorganized directory information architecture and developed interactive prototypes using Principle and InVision.

Huge

Product Design Intern

May 2013 - Nov 2014, Tokyo, Japan

- Improved the shopping user experience of the E-commerce website for Carnival Cruise.
- Designed user flows for search and filtering features.

Uniqlo

Fashion Designer

2012-2013, Tokyo

- Created textile designs for UT (Uniqlo T-shirts) and men's apparel.
- Conducted quarterly benchmark research.