Peixin Fu

Lead Product Designer

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Education

MFA | Interaction Design
California College of the Arts
Sept 2014 - May 2017

BFA | Industrial Design
China Academy of Arts
Sept 2010 - Jul 2014

Skills

Design

Product Strategy / Interaction Design / UI Design / Design System / Motion Design / UserJourney Map / Persona / Wireframe / Prototype / Design Sprint / Concept Development / Affinity Diagram / Content Strategy / Metrics Analysis

Research

Moderated & Nonmoderated Usability Study / AB Testing / Competitive Analysis / Bentchmarking / User Acceptance Testing / Concept Validation Study / Ride Along Study / Tree testing / Card Sorting / Satisfaction Survey / Focus Group

Focus areas

Logistic / Task flow / E-commerce / Internal Tools / Localization / Algorithm Strategy / Chatbot / Customer Service / Dashboard / Data Visualization / Design System / Service Design / Digital reading / Kids experiences / Salesforce

Tools

Figma / Sketch / AI / PS / ID / XD / AE / PR / Framer / Principle / InVision / Webflow / Miro / HTML / CSS / UserTesting.com / UserZoom.com. Qualtrics / Fullstory

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I am a product design lead with 7+ years of experience, specializing in product thinking, developing a long-term strategy parallel with tactical deliverables, working with qualitative and quantitive data, and collaborating with cross-functional teams to create simple design solutions.

Experience

TikTok

Lead product designer, TikTok shop   *Jan 2024 - Current*

- Leading the design effort for the TikTok shop product detail page including its unification, globalization and optimization.
- Defining the future of social shopping experiences.

Convoy

Senior product designer, Carrier experiences   *Nov 2021 - Oct 2023*

- Defined the Convoy support vision for the next two years and closely collaborated with PM to break vision into core milestones targeting reducing support cost, bringing transparency to carriers on the problem resolution process, bridging the communication gaps between carriers and Convoy, and setting carriers up for success with guided workflow.
- Launched the problem report experiences enabling carriers to provide problem detail for fast resolution resulting in problems reported earlier for more than 45 mins, decreased time to resolve the issue by 30%, and dropped about $5 payout per stop for facility delays.
- Headed Driver Mode project to enhance carrier on-road experiences, streamlining load execution, cutting costs, and elevating Convoy's carrier service quality. Improved user experience through simplified processes, step-by-step guidance, and transparent tracking.
- Iterated and enhanced the design system, incorporating user-friendly components tailored for driving, including dark mode.

Amazon

UX designer II, Amazon Kids+   *May 2021 - Oct 2021*

- Led the redesign for Amazon Kids+ mobile reader experiences with collaboration with PMs and SDM on the timeline and scope of work and aligned on special requirements with country managers.
- Delivered design worldwide and helped increase kids+ subscription by 1.5% and better Kids+ App/Android store reviews.

UX designer II, Amazon Global   *Aug 2020 - May 2021*

- Launched the UK and German Global Stores end-to-end shopping experiences post Brexit to increase product selections for 85k in UK and 4.5 million in German in collaboration with cross-functional teams.
- Led the design for Amazon's International Customer Support experiences. Launched a new Support hub and funnel for international shoppers and provided guided workflow to help solve cross-border related shopping questions resulting in a 55% email reduction, 34% call reduction, and positive business metrics.

UX designer II, Shopping Design Group   *Dec 2018 - Aug 2020*

- Led the design for Buy Again and launched multiple versions of reorder landing page and a set of repurchase products in Amazon worldwide retail and business sites. Delivered designs through to worldwide launch and helped to drive more than 45% annualized profit increase.
- Initiative usability studies and A/B testings in Your Orders and Search Result to reduce repurchasing steps resulting in a 7% annualized profit increase.
- Drove office hours to support up to 25 vertical teams on various features on Amazon retail site, including best sellers, browsing history, recommendation strategies, and more.

UX designer I, Retail Engagement Design   *Sept 2017 - Dec 2018*

- Launched the Collaboration List. Combined Share List and Collaboration List resulted in a 4.5% attributed revenue increase worldwide.
- Simplified Giveaway creation process for sellers, vendors, and writers resulting in 6% more Giveaways created by previous hosts and 25% more Giveaways created by new hosts.

UX design intern, Engagement Design Group   *May 2016 - Sept 2016*

- Shaped the concept of Collaboration List, collaborated with a researcher on summarizing existing research, defined use cases by going through the customer shopping journey, and designed the end-to-end user flow.