

“ Hey there, I am Peixin Fu.

fupeixin@gmail.com

fupeixin.com

[Linkedin](#)

A product design lead based in Seattle

I bring purposeful design, strategic thinking, and scalable execution to every product.



Microsoft

Otc 2025 - Current

Sr. Product Designer

Led Copilot coherence efforts across Microsoft Security, Azure, and M365

- Built scalable Copilot patterns and unified design systems.
- Embedded Responsible AI principles into product development.
- Partnered across Security Suite (Defender, Purview, Entra, and Intune), Azure and M365 to align Copilot experiences.
- Fostered cross-team relationships to drive shared vision and reduce design fragmentation.
- Scaled impact through design ops and strategic guidance.



TikTok

Jan 2024 - Otc 2024

Staff Product Designer

Led TikTok shop detail page design that reach 870M users globally

- Unified fragmented entry points to boost product discovery and trust.
- Enabled modular page design for rapid iteration and experimentation.
- Designed high-impact features that increased engagement and purchase intent.
- Introduced video-forward experiences that activated creator content and enhanced conversion.
- Aligned cross-functional teams around shared design and business goals through a centralized collaboration framework.
- Led two designers on the reviews team, providing guidance and oversight to ensure design quality and alignment.



Convoy

Nov 2021 - Oct 2023

Sr. Product Designer

Owned long-term strategy for carrier experience design.

- Launched scalable support tools and industrial leading on-road experience.
- Delivered mobile-first design enhancements with accessibility in focus.
- Advocated for inclusive, intuitive UI across the carrier platform.



Amazon

May 2016 - Nov 2021

UX Designer

Led multiple high-impact initiatives across Retail, Kids+, and Global Store.

- Designed Buy Again, Collaboration Lists, and Amazon global expansion experiences.
- Redesign kid-focused reading experiences on Amazon Kids+ mobile app and drove localization strategy.