



yindi pei

they/them

UX DESIGNER & RESEARCHER

hello@yindipei.com

510.335.5261

yindipei.com

SKILLS

Mentorship
Design justice
Ethical tech
Research interviews
Focus groups
Data synthesis
Co-design facilitation
Sprint facilitation
A11y testing
Prototyping
Usability testing

TOOLS

Figma
ProtoPie
Adobe CC Suite
Sketch
HTML/CSS

INTERESTS

Community care
Racial justice
Trans justice
Relief printing
Paper cutting
Wilderness backpacking
Land stewardship

SUMMARY

As a designer, my solutions are anchored in a deep understanding of the research process. I am a principled person who often thinks about what I stand for and how my actions align. I am a weaver—someone who sees and follows the threads connecting complex ideas and passionate people. I am a facilitator for my peers, an ally to those who want to create their own solutions, and a mentor to those interested in a design career. And at the core of who I am is someone who leads with love; someone laying the foundation for a safe and caring world.

EXPERIENCE

Senior Product Designer, Microsoft Outlook

2016–PRESENT

Impactful design

- Kicked off the Outlook Mac redesign and implemented the new Ribbon-replacing toolbar
- Led a cross-company effort to establish visual and experience principles for Office notifications
- Created an app rating experience that single-handedly increased app store ratings from 3.0 to 4.8
- Improved an email account-add experience which reduced errors by 26%

Research leadership

- Formalized and scaled a co-design process for a prominent Microsoft research conference
- Co-led a multi-country research and co-design effort on the topics of Focus Time, Wellbeing, and Silence. This research is the foundation upon which many of our Office wellbeing efforts are built
- Co-led an effort to bring 100+ engineers closer to customers through a "Customer Driven" effort. We were on target to hit 100% engagement until COVID-19 shelter-in-place began

Diversity, equity, and inclusion (DEI)

- Programmed and facilitated a DEI track for a prominent Microsoft research conference
- Consulted the corporate vice president on inclusion strategies for marginalized genders and races
- Spoke on an intersectionality panel and led a workshop on building resilience for organizing work

UX Instructor and Mentor, Kenzie Academy from Southern New Hampshire University

2019–PRESENT

- Engaged in classroom discussions, project advising, and talks
- Participated in various DEI efforts including being part of the bias team
- Mentored 1-2 students per cohort

ORGANIZING WORK

Project Protocol

[Project Protocol](#) is a safety app for people on parole and probation. As part of the founding team, I kicked off design and research efforts as well as help set the vision, scope, and timelines.

COVID-19 Face Shield 3D Printing

When the global pandemic hit the United States, I joined a group of 3D printing hobbyists in Washington to help with the PPE shortage problem. I built both [an accounting process](#) and a [public-facing website](#).

API Equality—Northern California (APIENC)

[APIENC](#) is an organization that advocates for queer and transgender Asian and Pacific Islanders. As a member of our intergenerational committee, I created a workshop to envision our 2021 trans/gender non-conforming competency programming.

EDUCATION

User Experience Design, Designlab UX Academy

2015–2016

BM, Classical Vocal Performance, San Francisco State University

2003–2008