



Wendy Pei

PRODUCT DESIGNER

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wendypei.com

SKILLS

User Experience
Empathic Research
Human-Centered Design
Interaction Design
Rapid Prototyping
Usability Testing
Information Architecture
UI Design
Graphic Design

TOOLS

Sketch
Creative Cloud Suite
Invision
Flinto
HTML5
CSS3
Pivotal Tracker
Personas
Empathy Maps
Affinity Maps
Storyboarding
User Flow
Wireframes
Paper Prototypes
Moodboards
Hi-fidelity Mockups

INTERESTS

Fermented Foods
Musical Saw
Documentaries
Backpacking
Letterpress Printing
Paper Cutting
Cats & Kittens

SUMMARY

My mission is to design a safer, happier, healthier, and more informed world. Because of my background in customer service, I place a lot of importance on empathizing with the people for which I'm designing. It is only through this type of deep understanding that we can begin to solve the world's problems.

EXPERIENCE

Freelance Product Designer, Wendy Pei Designs

2013–PRESENT

Commissioned on various digital projects including:

- Logo design and brand guide for Canaryup.com (web uptime monitor)
- UI and Visual design for Meadow's education page (cannabis delivery service)
- Logo design for Empress Extracts (cannabis extracts company)
- Layout and Visual design for Akili Dada's 2014 Annual Report (non-profit that empowers young women in Kenya to become entrepreneurs)

Account Services Manager & UX Designer, TaskRabbit

2013–2013

- Designed and oversaw the development of Intellihelp, a contextual FAQ feature which decreased inbound customer service requests by almost 50%
- Created wireframe prototypes and conducted guerilla usability testing to inform industry-leading b2b product
- Made design recommendations based on user research conducted through interviews
- Collaborated with content manager to design thought-leading white paper on the downfall of temp agencies and the uprising of "Talent-As-A-Service" independent contractors

Member Services Manager, TaskRabbit

2011–2013

- As employee #13, I designed and scaled the customer service experience to eventually handle hundreds of issues per day through phone, email, and chat
- Worked directly with engineers to redesign the admin tools to increase efficiency by 50%
- Developed and maintained feedback channels between customers and product and distilled hundreds of tickets down into ranked feature requests
- Collaborated with the content manager to set community expectations through content strategy
- Spearheaded culture programs at TaskRabbit HQ including the creation of the company's core values and the onboarding and assimilation of new hires
- Created resolution process to resolve 100+ disputes and trust & safety issues per month

Guest Services Associate, California Academy of Sciences

2008–2009

- Co-lead the Planetarium Task Force and improved the procedures around audience throughput and ticket distribution, which the museum still follows to this day
- By utilizing design thinking methods, we eliminated ticket distribution wait time and reduced the audience throughput time by 29% enabling one additional presentation of the planetarium show every day

EDUCATION

User Experience Design, Designlab UX Academy

2015–2016

Certificate in Nutrition Education, Bauman College

2009–2010

BM, Classical Vocal Performance, San Francisco State University

2003–2008