



PEI CHIEN

Sr. Director, Product Design

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EDUCATION

MFA, DESIGN & TECHNOLOGY

Parsons School of Design

BACHELOR OF SCIENCE

Morninside College
Shih-Shin University

SKILLS

Strategic Thinking

Problem Solving

Product Design

Product Development

User Experience

User Interface

Interaction Design

Web Design

User Research

WORK EXPERIENCE

SR. DIRECTOR, PRODUCT DESIGN

Optimizely

2022 - Present

- Strategize product roadmap with the product leadership team
- Ideate and socialize design visions with the product leadership team and across the company
- Lead and overlook the product integrations with a unified experience
- Cultivate collaborative working relationships between the design team and product, engineering, and brand teams to deliver a cohesive experience to our customers
- Collaborate cross-functionally with the sales team and the CSM teams to advocate for customers' voices.
- Lead and build a design-first culture
- Mentor and help grow the product & design organization

SR. DIRECTOR, PRODUCT DESIGN

Welcome / NewsCred

2018 - 2021

- Led design and launched the 1st freemium product
- Strategized product roadmap with the leadership team
- Led product designers to deliver world-class design
- Led product to be recognized as the distant leader in Content Marketing for consecutive years
- Defined an intuitive visual interface & and component library to accelerate product development

it's a privilege to be a product designer. I believe that designs crafted with compassion and empathy have the power to create a more humane and enjoyable world - as it should be.

