

Peter Paik

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Summary

Senior product designer with 10 years across Meta, Google, and Sony, specializing in complex systems design: defining architecture across multiple mobile app product lines including consumer AI, AR-driven advertising, local data infrastructure and storage, and community products.

I have driven the design strategy for dozens of products for 100s of millions of users across multiple global mobile ecosystems and experiences.

I have a reputation for turning complex, cross-functional new-product challenges into coherent experiences and reusable frameworks.

Experience

Meta

Sep 2022 – May 2026

Senior Product Designer | Seattle, WA

Led product design for Settings and connected experiences across Meta AI and 7+ wearable product lines, including Ray-Ban Meta, Oakley, and Display. Defined the information architecture, multi-device framework, and governance model that 30+ feature teams built on, while driving cross-org alignment and platform quality.

- Supporting 30+ teams as sole Settings designer created inconsistent decisions across app, device, and multi-device experiences. I established a self-serve framework and governance model across Wearables and Meta AI. It became the central reference, reducing engineering blockers by 20%, driving 95% quality compliance across 7+ devices.
- Fragmented app-connection flows across four organizations created inconsistent entry points and multi-device confusion. I audited the journey, centralized connections into one surface, and aligned teams with conflicting goals around a roadmap. Within a month, completion rose 23%, Glasses onboarding success increased 10x, and satisfaction improved.
- Only 0.2% of users successfully tried AR ads after tapping “Try in camera,” creating a major drop-off. I redesigned discovery by bringing sponsored effects directly into Instagram’s camera tray and aligning the experience across six surfaces. The launch projected \$7.1M in annual revenue, up 26% year over year.
- Migrating Settings to a shared Meta AI platform across 7+ devices risked inconsistent experiences and launch delays. I led the multi-device information architecture, app-and-glasses settings, and cross-team migration. We successfully met Phase 1 and 2 milestones across six scenarios and launched settings for five new devices.
- Settings quality varied across dozens of teams integrating into the platform, creating implementation mismatches and launch risk. I led a design-quality sprint, bug bash, and build reviews to codify best practices and catch issues early. The problem achieved 95% compliance and improved consistency across launches.
- As the sole Settings designer, growing demand across 30+ teams made the workload unsustainable. I partnered with my manager to add design support, then led and mentored the designer through prioritization, critique, and execution. The added capacity sustained delivery across key initiatives for two years.

Google

Apr 2017 – Sep 2022

Interaction Designer | Sunnyvale, CA

Led product design across Files by Google, Android Messages, and YouTube Go, spanning end-to-end UX, interaction design, international research, and scalable cross-platform experiences.

- Led UX for Files by Google across 30+ features, shaping product strategy and execution for users in emerging markets. International field research informed roadmap priorities and market-specific adaptations, helping scale the product to 400M+ monthly active users.
- Users on entry-level Android devices kept running out of storage and had no simple way to reclaim space or share files without a connection. Accidental deletion drove 25%+ of Files by Google Play Store reviews. As sole designer, I led Trash end-to-end, balancing recovery needs with low-storage constraints. The feature reached 16M MAU, with 6% restoring files, and introduced a tooltip pattern later adopted across Google.
- Android users had no way to continue texting from a desktop, a gap iMessage and WhatsApp Web had already closed. As the sole designer, I built Messages for Web from scratch, defining the visual system, responsive layout, QR pairing, and core messaging interactions. It launched to 1.36M active users, brought in 140K+ new Android Messages users, and peaked at 1.7M messages in a single day.
- YouTube's data-heavy experience shut out users on limited connections and expensive data plans in emerging markets. I partnered with growth and marketing leads to define the global launch experience for YouTube Go, part of YouTube's Next Billion Users effort to bring video to markets where data is scarce.

Sony Interactive Entertainment

Dec 2015 – Apr 2017

Visual & Interaction Designer | San Francisco, CA

Owned cross-platform UX for PlayStation Communities and core app experiences across PS4, mobile, and web. Designed discovery, navigation, Notifications, and Settings systems that simplified complex experiences and shipped to millions of players across the PlayStation ecosystem.

- Players struggled to distinguish between similar PlayStation Communities, and 68% joined no more than two. I led visual and interaction design for a tag-based discovery system across PS4, mobile, and web, creating one consistent controller-first pattern. Labels shipped to millions of players across the PlayStation ecosystem.
- PlayStation App notifications had become fragmented across eight tabs and 25+ notification types, making settings difficult to navigate. I redesigned Notifications and Settings into a unified architecture informed by usage data, simplifying how players managed alerts and creating a clearer, scalable system across the app.

Skills

Figma · Adobe Creative Suite · Product Strategy · Information Architecture · Multi-device & Cross-platform UX (iOS + Android) · Design Systems · Wearables & Smart-glasses · Multimodal & Voice/AI UX · On-device Interaction · Cross-org Alignment · Design Governance · 0-to-1 Product Definition · Prototyping · Experimentation & A/B Testing · Localization & International UX · Claude · Cursor · Gemini · Prompt-driven Prototyping · Agentic Workflows

Education

Cal Poly San Luis Obispo

- B.F.A. Graphic Design · 2009 – 2014