

Peter Paik

Senior Product Designer · AI, Wearables & Consumer Products

ppaik90@gmail.com · Seattle, WA · peterpaik.com · 925-596-4608

SUMMARY

Senior product designer with 10 years across Meta, Google, and Sony, specializing in complex systems design: defining architecture across multiple product lines, aligning cross-functional teams, and turning ambiguous problems into cohesive, shipped experiences. At Meta, I led the Settings infrastructure powering the Meta AI app and 7+ wearable product lines. At Google, I owned end-to-end UX for Files by Google (400M+ monthly active users) and was the sole designer on Messages for Web.

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

EXPERIENCE

Meta | Senior Product Designer | Sep 2022 – May 2026

- Owned the Settings infrastructure for the Meta AI app across 7+ wearable product lines, including Ray-Ban Meta, Oakley, and Display. Set the information architecture and cross-device framework that 30+ feature teams built on.
- Aligned the Wearables and Core AI orgs when their product direction and ownership overlapped, and got the resulting plan approved by VP-level leadership as the basis for future platform work.
- Shipped Connected Apps for the Meta AI app's day-one launch, combining four separate entry points into one place to manage permissions and account connections, and defined how third-party access works.
- Built the on-device Settings framework for Ray-Ban Display glasses and upcoming hardware, working through legal, privacy, and partner constraints to keep the experience consistent across hardware and software.
- Set up a Settings governance model, weekly design office hours, and a shared guidelines deck that became the team's main reference and kept quality consistent across 30+ projects a half.
- Shipped Camera Effect Tray Ads and Age Gating across Facebook and Instagram, projected to add \$7.1M in annual revenue (up 26% year over year) across six surfaces, with ad patterns that scaled while staying compliant.
- Led design across Ads Manager, Spark Studio, and Creator Hub, and mentored a mix of contract and full-time designers so the team could ship faster and more consistently.

Google | Interaction Designer | Apr 2017 – Sep 2022

- Led UX for Files by Google, used by more than 400M monthly active users, owning design strategy and execution across 30+ features. Ran international field research that shaped the product direction and how we adapted it for local markets.
- Built Messages for Web from scratch as the sole designer, creating the design system, visual language, and core interactions for the launch. It earned coverage in The Verge, TechCrunch, Gizmodo, and CNET.
- Worked with growth and marketing leads on the global launch experience for YouTube Go, part of YouTube's Next Billion Users effort.

Sony Interactive Entertainment | Visual & Interaction Designer | Dec 2015 – Apr 2017

- Owned interaction design for PlayStation Community across the PS4 console, the iOS and Android apps, and web, including controller-first navigation and a tag-based discovery system that shipped to millions of players.
 - Redesigned Notifications and Settings in the PlayStation App, turning a scattered system of 8 tabs and 25+ notification types into a single structure informed by usage data.
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EDUCATION

Cal Poly San Luis Obispo B.F.A. Graphic Design · 2009 – 2014