

Peter Paik

Senior Product Designer — AI, Wearables, and Consumer Products

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SUMMARY

Senior product designer with 10 years building platform-scale systems at Meta, Google, and Sony. At Meta, defined the Settings infrastructure for the Meta AI app and 7+ wearable product lines — aligning 30+ feature teams and shaping VP-level product decisions. At Google, led UX for Files by Google (400M+ users) and shipped Messages for Web as sole lead designer. I work best on hard, ambiguous problems — the kind that cut across privacy, legal, technical, and business constraints — and turn them into systems that scale.

EXPERIENCE

Meta | Senior Product Designer | Sep 2022 – May 2026

- Defined and owned the Settings infrastructure for the Meta AI app across 7+ wearable product lines (Ray-Ban Meta, Oakley, Display, next-gen hardware) — set the strategic IA, cross-device framework, and ecosystem direction relied on by 30+ feature teams.
- Led cross-org alignment between Wearables and Core AI, resolving competing product direction and ownership conflicts across orgs; strategic outcomes ratified by VP-level leadership and adopted as the foundation for future platform decisions.
- Shaped and shipped Connected Apps — consolidated 4 legacy entry points into a unified permissions and account connections surface; established the account permissions model for third-party access at Day 0 launch of the Meta AI app.
- Established the on-device Settings framework for Ray-Ban Display glasses and next-gen hardware, navigating complex legal, privacy, and partner constraints to deliver a cohesive, cohesive user experience across hardware and software.
- Instituted a Settings governance model, weekly design office hours, and a foundational Guidelines deck — raising the execution bar across 30+ concurrent projects per half and becoming the go-to design reference across the organization.
- Drove monetization strategy and shipped Camera Effect Tray Ads and Age Gating across Facebook and Instagram — generating a \$7.1M annual revenue projection (+26% YoY) across 6 product surfaces and establishing scalable, compliant ad patterns at the monetization layer.
- Owned end-to-end design across Ads Manager, Spark Studio, and Creator Hub; mentored and scaled a team of contract and FTE designers, setting the quality bar and enabling the team to ship faster with greater consistency.

Google | Interaction Designer | Apr 2017 – Sep 2022

- Led UX for Files by Google (400M+ users) — set the end-to-end design strategy, IA, and execution across 30+ features; drove international field research that directly shaped foundational product direction and localized decision-making.
- Built Messages for Web from zero as sole lead designer — defined the multi-platform design system, visual language, and core interaction patterns for a 0-to-1 launch; earned coverage on The Verge, TechCrunch, Gizmodo, and CNET.
- Partnered with growth and marketing leadership to define the global launch experience for YouTube Go, shaping the product strategy for YouTube's Next Billion Users initiative.

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

- Owned interaction design for PlayStation Community across PS4 console, app (iOS/Android), and web — defined controller-native navigation models and a tag-based discovery system shipped to millions of players.
 - Drove end-to-end redesign of Notifications and Settings in the PlayStation App — simplified a fragmented 8-tab, 25+ notification-type system into a unified, data-informed architecture.
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SKILLS

Design Figma · Product Strategy · Information Architecture · Multi-device UX · Design Systems · Cross-org Alignment
AI & Tooling Claude · Cursor · Gemini · Manus · Prompt-driven prototyping · Agentic workflows · Voice/AI UX · Wearables

EDUCATION

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