

# Peidi Sun

## EXPERIENCE

### Product Designer, Nuro

July 2022 - Present | Mountain View, CA

- Worked with Logistics team in a fast-paced environment and achieved major delivery milestones for **7 partners**.
- Initiated multiple cross-team collaborations and user feedback sessions to turn ambiguous problems into elegant solutions.
- Scoped out business requirements and coordinated with eng to figure out how to design widely used Design System components.

### Product Designer II, National Oilwell Varco

Jan 2020 - June 2022 | Houston, TX

Designed cross-platform data monitoring products to support the oil drilling process.

- Defined MVP and roadmaps to solve troubleshooting problems for various screen sizes, including **laptop, HMI and TV**.
- Improved field engineers' and supervisors' work efficiency (**+25%**) and satisfaction (**+40%**).

Led the redesign of Max Maintenance (CRM System), including Information Architecture, Navigation, and Admin.

- Utilized systemic thinking to solve data entry challenges. Creatively built forms and tables to support massive data.
- Designed **9** main features with **100+ screens**. Led the entire design cycle from research to handoff.

### UX/UI Design Intern, BMW Technology

May 2019 - Aug 2019 | Chicago, IL

- Redesigned the onboarding flow of BMW Connected Mobile App, **servicing 6 million users**.
- Conducted in-depth user interviews and A/B Testings to explore Intelligent Assistant. Summarized **20+ insights** to guide direction.
- Added cohesive components and patterns to BMW Design System. Promoted the new workflow between designers and developers.

### UX Design Consultant, DecorMatters Inc.

Aug 2018 - Dec 2018 | Remote

- Customized content feed based on user interests. Strength social function to help build in-app community and increase active users.
- Iterated and simplified the purchasing user flow. Redesign the commodity detail page's layout and UI to improve conversion rate.

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## EDUCATION

### University of Texas at Austin

Sep 2018 - May 2020

MS, Information Studies (STEM)

Specialized in UX Design, HCI

### Yangzhou University

Sep 2014 - Jun 2018

BA, Landscape Architecture

## SKILLS

### Design

Lean UX, Information Architecture, Wireframing, Rapid Prototyping, Interaction Design, Data Visualization, Story Telling, Design System

### Research

Interview & Survey, Contextual Inquiry, Quant & Qual Analysis, Heuristic Evaluation, Competitive Analysis, Usability Testing

### Tools

Adobe Suite, Sketch, Figma, Axure RP, Invision, Flinto, Principle, Framer, Zeplin, Unity, HTML, CSS, JavaScript

## AWARDS

### Teaching Autonomous Vehicles To Behave Hackathon

Nov 2018 | Austin, TX

- Second Place. Designed HMI interfaces.

### The University FinTech Competition

Jun 2018 | China

- Top 10 Team. Awarded by Shenzhen Finance Institute, CUHK(SZ).