

PEI LIANG

Senior Product / UX Designer

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PROFILE

Product designer specializing in enterprise UX and AI. Led Application Testing design from concept to launch at AWS and improved product adoption at McKinsey, combining research, interaction design, and a physical product background.

EDUCATION

MS INFORMATION EXPERIENCE DESIGN

Pratt Institute
New York / 2016–2018

BACHELOR OF FASHION DESIGN

Donghua University
Shanghai / 2008–2013

APPAREL DESIGN

Bunka Fashion College
Tokyo / 2012–2013

EXPERTISE

- AI and enterprise workflows
- Information architecture
- Interaction and prototyping
- User research and testing
- Design systems
- Motion and visual design

AWARDS

RED DOT AWARD 2023

Product Design -
Walnut Baby Thermometer

EXPERIENCE

UX DESIGNER

Amazon Web Services / Feb 2022–Feb 2026

Application Testing — 0 to 1. Led design from concept to re:Invent launch and General Availability in mid-2024. Used monthly interviews to simplify test setup, execution, and comparison.

Amazon Q — AI-assisted migration. Evolved testing workflows within a dedicated mainframe migration service, integrating AI assistance and aligning the experience with Q's design system.

AWS Transform — Agentic AI. Designed mainframe migration workflows within a unified agentic migration experience, with mainframe as one supported path. Contributed reusable components to the shared design system.

SENIOR PRODUCT DESIGNER

McKinsey & Company / Jun 2019–Feb 2022

- Delivered end-to-end UX and onboarding for an internal staffing tool, contributing to a 30% increase in usage.
- Served as a main contributor to McKinsey's design system, shaping the digital style guide to strengthen consistency across products. Reorganized directory information architecture and built interactive prototypes.

PRODUCT DESIGN INTERN

Huge / 2018

- Designed Android enterprise search and filtering solutions for Google and improved Carnival Cruise's e-commerce shopping UX.

OORT DATAHUB · UX CONSULTANT · SIDE PROJECT

- Designed onboarding and AI data contribution flows for Web2 and Web3 users, spanning task selection, voice recording, and quality checks.
- Designed token rewards, contribution milestones, and tiered NFT incentives to connect task completion with reward claiming and repeat participation.

AURAWISH · CO FOUNDER & DESIGNER · ONGOING

- Design Aurawish's bracelet and shape its phone-tap experiences as co-founder, spanning tarot, Bible verses, motivation, and a Book of Answers.

TOOLS AND SKILLS

Figma / Photoshop / Illustrator / ProtoPie
After Effects / Cinema 4D
HTML / CSS / JavaScript
Languages: English / Chinese / Japanese