Peiyi Sun

Product Designer

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Product designer specializing in end-to-end user experience design for enterprise learning and development platforms, combining user research and interaction design across products serving 550+ enterprise organizations.

Experience

BetterUp Chicago, IL

Product Designer March 2025 - Current

- Designing and shipping member-facing coaching features across BetterUp's L&D platform, serving **550+ enterprise partners** and improving member retention across both B2C and B2B experiences
- Designed a set of interactive coaching frameworks, including a comparison tool and quadrant canvas, that structure how members work through decisions with their coaches, grounded in **user interviews with 40 users**; **contributed the interactive widget to the design system** as a reusable component
- Led the end-to-end member onboarding redesign with 2 PMs and a data analyst, using **A/B testing** and **user interviews** to pinpoint user education as the core drop-off driver, driving an **18pp increase in first-session conversion rate**
- Designed a new post-session assessment experience that **increased session survey collection rate by 45pp**, giving coaches and product teams consistent feedback data on session quality
- Delivered the homepage redesign with a new coaching entry point and a personalized recommendation section that **increased coaching engagement by 68%** across web and mobile
- Led the 0-to-1 design of a self-service platform that enables HR users to build customized learning and coaching experiences, which **eliminated manual coordination** with internal admin team

Roblox San Mateo, CA

Product Design Intern (Discovery Team) May 2024 - Aug 2024

- Delivered the 'Recommendation Next' and 'Random Shuffle' features, developing prototypes in Figma and Protopie for cross platforms (laptop, mobile, VR), streamlining the content discovery process with a **60% reduction in steps**
- Conducted a product audit of **27 products** and led a cross-functional workshop involving **9 designers** from **5 teams**, integrating insights with product managers to ideate content-discovery features
- Collaborated with a user researcher to lead **2 usability tests** with **10 users**, informing design decisions

Product Design Intern (Social Team) May 2023 - Aug 2023

- Shipped the end-to-end 'Message Reaction' feature to **215 million monthly active users**, enhancing self-expression and chat engagement, and created **16 Roblox emojis** to build an asset library
- Partnered with engineers and product managers to establish a roadmap for revamping legacy messaging features; presented the vision and gained approval from the VP of Design, Product, and Engineering

Education

University of Southern California Los Angeles, CA

Bachelor of Science in Art, Technology, and Business of Innovation Aug 2021 - May 2025

- Relevant Courses: Interaction Design, Experience Design, Social Psychology GPA 3.9 / 4.0

Skills

Design Tools: Claude Design, Figma, Protopie, Origami, Adobe XD, After Effect, Photoshop, Illustrator, Premiere Pro
Design Methods: User Testing, Storyboards, Information Architecture, User flow, Wireframing, Workshop, Storytelling