

Sally Peang

PRODUCT DESIGN & STRATEGY

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Lead Product Designer at Rivian

Jun 2021 – Feb 2023

- Established a product vision and design strategy for a B2B service tool primarily benefiting Rivian's certified collision network in collaboration with a product leader and several stakeholders.
- Facilitated a research initiative to identify new customers and deploy a scalable and sustainable strategy. As a result, the B2B channel increased from 2 to 13 users with 2 new geographic regions.
- Authored a library of resource components in Figma for the enterprise and fleet design org to increase productivity and help streamline the review and handoff process.

Senior Product Designer at Intuit (QuickBooks)

Aug 2019 – Jun 2021

- Researched, designed, and launched a new payment solution as an immediate and urgent response to COVID-19 and its dramatic impact to small businesses. Payment Requests produced \$1M of paid invoices 17 days after launching to only 20% of US customers.
- Led a user research initiative that uncovered a new product opportunity for the business. The insights formed a cross-organization effort that spanned marketing and several product teams.
- Partnered with a product manager, team of engineers, and a data analyst to run a cluster analysis that segmented customers to drive product prioritization and improve the drop-off funnel.
- Mentored early designers in their craft and product design process.

Product Designer at Udacity

May 2018 – Jul 2019

- Led design and strategy for the following product teams: enterprise, consumer platform, mobile, internal tools, and notification system.
- Partnered with a cross-functional team to design and deploy a product experiment that resulted in 80% reduction in program cancellations and 50% increase in student retention.
- Researched and defined React components for Udacity's Veritas design system.
- Contributed and established frameworks and processes to help designers be more successful at their roles in the Udacity product design team playbook.

Senior Product Designer at HP Inc.

Aug 2016 – May 2018

- Led design and product strategy on one of HP's flagship native and mobile productivity support app serving 22 million users worldwide.
- Pioneered a new interaction design pattern that became a building block for HP's first consumer design system derived from Microsoft's Fluent design system.

Junior Production & Art Direction at Barkley Boulder (Grenadier)

Oct 2014 – May 2016

Motion & Web Designer at Root Sports

Sep 2014 – Oct 2014

Designer at Colorline/Back Talk Systems

Apr 2010 – May 2014

Junior Web Designer at CU Online

Feb 2012 – Apr 2013

EDUCATION

University of Colorado at Denver, May 2014

Bachelor of Fine Arts – Digital Design

Programming Chair – AIGA Student
Group Organization

Danish Institute for Study Abroad, Summer 2014

Human-Centered Design and
Sustainability in Copenhagen, Denmark

AWARDS

Art Direction

Integrated Campaign The Denver Fifty 2016

Client: Rio Grande Restaurant

Agency: Grenadier

Campaign: Rio Three-O (Digital, print,
social media, and interactive)

Design

Integrated Campaign The Denver Fifty 2016

Client: Café Rio

Agency: Grenadier

Campaign: Barbara Coa (Digital, print,
social media, and outdoor)

2012 Miss Impact

Miss Asian American Colorado

Crowned 2nd runner-up in a women's
leadership program aiming to foster
Pan-Asian cultural diversity and
community service.