DEREK MEI

www.derekmei.com

Multi-disciplinary design generalist with 9+ years experience and a strong background in product management, front-end development, user research, and accessibility.

EXPERIENCE

Google / Privacy Sandbox

Staff Interaction Designer / 2023 – Present

- Drove the end-to-end design vision and execution for Chrome Incognito's privacy features, spanning across desktop, Android, and iOS to ensure a consistent and intuitive user experience
- Executed emerging, highly contentious programs that impact 4B+ of Google's users and business and the entire web, such as third-party cookie deprecation and user-cookie choice, to comply with regulatory (DMA/ICO) and legal requirements
- Led the design of a holistic site exceptions approach for Chrome settings, including early explorations for Chrome's first-run experience, while providing guidance to 6+ designers and fostering team collaboration through dedicated team forums
- Forged consensus across diverse cross-functional teams (Content, Research, Engineering, Product, Marketing) within Privacy Sandbox, Chrome, and Android to establish and secure approval for new design system patterns, balancing user, AdTech, regulatory, and Google objectives

Google / Fitbit

Senior Interaction Designer / 2022 – 2023

- Manage design, writing, and implementation to launch enterprise-level healthcare platform to display population-level user behavior and drive adoption
- Collaborate closely with multiple product managers, engineering teams, user research, clinical health specialists, and data scientists to balance conflicting needs and launch first version of MVP
- Champion for accessible design in role of accessibility subject matter expert for a UX team of 15 cross-functional designers, writers, and researchers

3Play Media

Lead UX Designer / 2019 – 2022

- Scaled a B2B2C live captioning marketplace from scratch to over $500k in Y1 ARR through cross-functional collaboration with product, marketing, and engineering
- Led end-to-end design and product management for a web and mobile SaaS accessibility solution, driving full-lifecycle mobile testing (iOS/Android with Voiceover/Talkback) across diverse user groups
- Redesigned the initial application experience for contractors, focusing on localization, accessibility, and fraud reduction, which increased conversion rates from 12% to 38%
- Implemented a company-wide design system to streamline design-development collaboration and consolidate the user experience across all products
- Generated key UX artifacts (wireframes, prototypes, sitemaps, journey maps, user flows) to drive a B2B platform redesign that obtained an external VPAT
- Evangelized Voice of Customer (VOC) and user research methods to translate findings into insights and align user and business goals

Putnam Investments

UX Engineer / 2016 – 2019

- Awarded first place in a company hackathon for developing a web application prototype that analyzed portfolio funds and recommended alternatives for underperforming assets
- Led a 5-person team in the development of an internal sales and CRM web platform (Angular/Salesforce API) and spearheaded a design thinking initiative, providing key recommendations to internal teams

EDUCATION

Bentley University

M.A. in Human Factors in Information Design

Boston University

B.S. in Business Administration

B.A. in Mathematics and Computer Science

SKILLS

Design

Interaction Design
Information Architecture
Design Systems
Journey Mapping
Data Visualization
Design Sprints (led 24+)

Software

Figma/FigJam
Adobe XD
Principle
Miro
Invision
Adobe CC

Code

HTML/CSS/Javascript
Git

Languages

English (fluent)
Cantonese (fluent)
Mandarin, Thai, Spanish (basic)

Miscellaneous

Certified Professional in Web Accessibility (CPWA)
Agile/Scrum/Kanban
CFA Claritas Certification

Other

Video production
Mentorship (>108 designers)
Muay Thai