

Min Peng

Product Designer

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EXPERIENCE

Netflix

Jan 2025 — Present

Product Designer, Commerce

Design lead for Netflix’s organic acquisition flows and landing pages, converting non-members into delightful paying subscribers.

Figma

Nov 2023 — Dec 2024

Staff Product Designer, Growth

- Focused on onboarding users, especially non-designers, to the Figma suite of products — Figma Design, FigJam, and Dev Mode.
- Successfully drove activation and retention of new users through initiatives such as FigJam dynamic onboarding, viewer onboarding, and using templates and AI as starting points.

TikTok

Jan 2023 — Nov 2023

Staff Product Design Lead, TikTok Shop

- Joined as the founding designer on the TikTok Shop US team, focusing on creator experience.
- As the design lead on the Creator team, established design processes and built team culture from the ground up. Scaled the US Creator team from 1 to 5 members.
- Designed and launched the entire TikTok Shop creator experience from scratch.

Instagram

Aug 2018 — Jan 2023

Product Designer, Creator Monetization

- Led the design of the Incentives platform across family of apps (Instagram, Facebook and Oculus) to help creators meaningfully and efficiently monetize.
- Launched Instagram Reels Bonus, which directly drove 20% increase in Reels production.

Product Designer, Growth

- Working on the foundation of Instagram — connections, helping users connect to the people and interests they love.
- Directly contributed to Instagram hitting the **1 trillion** connections milestone in 2021.
- Led cross-team efforts including Reimagine Onboarding, Graph Building in Stories, Graph Management, and Teen Privacy Default.

Samsung Research America

Jan 2017 — Aug 2018

Sr. Interaction Designer, Samsung Health

- Designed and launched Samsung’s first B2B healthcare service solution, HeartWise, which won the Red Dot Design Award in 2018.
- Led the conceptual design of a top-priority intelligence project to deliver valuable health insights to users.

Beepi

Jul 2016 — Dec 2016

Product Designer

- Worked with a team of three designers to reimagine the next-generation used car buying and selling experience across iOS, Android, and web.
- Designed and launched the warranty program — Beepi CARE, which became the largest revenue driver of the company.

EDUCATION

Syracuse University

M.S. in New Media Management 2013 — 2014

Fudan University

B.A. in Advertising 2009 — 2013