

Peter Cho

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Design leader and practitioner with over 20 years of professional experience. My expertise ranges from user experience, UI, creative coding, prototyping, motion design, typography, type design, and user research, to leading design sprints, scaling teams, and developing user-centric business strategies across consumer and SaaS product companies. I'm seeking a design leadership role on a positive, ambitious team, where I can use a range of skills to contribute to the overall success of the organization.

Professional experience

Founder, YDays Oakland, '20–present

- Concepted, designed, implemented, tested, and launched ydays.com, a site for creative drawing challenges with friends and teammates, in a ten-week timeframe.
- Executed initial go-to-market plans including a top-6 launch event on Product Hunt, social media strategy, and influencer outreach.
- Conducted surveys and interviews with over 50 users and implemented changes to improve product-market fit.

Head of Design, Pocket, Mozilla San Francisco, '18–'20

- Led a major redesign of mobile and web apps, Pocket 7, and oversaw the development of a cross-platform design system.
- Grew team of designers and researchers from two to seven.
- Served as interim head of product for six months, leading the strategy of a new line of content discovery-focused products.
- Served on diversity and inclusion task force which regularly exceeded our diversity hiring goals.
- Contributor to UX community across Mozilla, including advising our emerging markets team in Taipei and meeting regularly with Firefox UX design and brand leaders.

Design Lead, Medium San Francisco, '16–'17

- Product design lead and design manager, responsible for creator tools, monetization, and new content efforts.
- Design lead for the launch of the Partner Program, which allows writers to receive payment based on the performance of their stories.
- Led brand and product design of the Medium Membership Program for loyal readers and supporters.
- Designed tools, new formats, and tactics for encouraging authors to publish more regularly.

Head of UX, Project Ara, Advanced Technology and Projects, Google

Mountain View, '15–'16

- Responsible for the user experience of the Ara modular smartphone platform, including hardware-software interaction, module settings UI, troubleshooting, and e-commerce.
- Partnered with the module development and QA teams on the UX for specific modules, developed both in-house and by third-party technology companies.
- Collaborated closely with marketing and commerce teams on e-commerce solutions.

VP of Design, Inkling San Francisco, '09-'15

- Responsible for leading and managing the design team at Inkling, including UX/UI design for consumer and enterprise applications, design research, content design production, design tools, brand, and creative marketing.
- Grew the design team from two ICs to a team of 21, including design managers, product designers, front-end developers, brand designers, and user researchers.

Senior Designer, MOTO Development Group San Francisco, '08-'09

- Project lead on user experience-focused consumer electronics projects for Fortune 500 companies, including Motorola, Panasonic, Flip, and Microsoft. (MOTO Development Group was acquired by Cisco in 2010.)

Media Designer, Self-employed Los Angeles, '00-'08

- Art direction, design, animation, and software engineering for various interaction design, exhibit design, motion graphics, and web-based projects.
- Worked with studios including Landor, Imaginary Forces, MetaDesign, Imagination, Post Tool, and Small Design Firm. Clients included the Santa Monica Museum of Art, UCSD Visual Arts Department, Asia Society, Samsung, Intel, Ford, and the MIT Media Laboratory.

Co-founder, Agency:Collective San Francisco, '06-'07

- Co-owner of a design studio that developed motion, interaction, print, and branding projects for clients including Nike, NHK, Zune, and the MIT Media Lab.

Designer, Imaginary Forces Hollywood, '99-'00

- Developed interactive and motion branding pieces for IBM and Lifetime Television.

Education

Type@Cooper West, San Francisco

Postgraduate Certificate in Type Design, '18

University of California, Los Angeles

Master of Fine Arts degree in Design | Media Arts, '05

MIT Media Laboratory, Cambridge, MA

Master of Science degree in Media Arts and Sciences, '99

Massachusetts Institute of Technology, Cambridge, MA

Bachelor of Science in Mechanical Engineering, Design, and Computation, '97

Technical skills

Figma, Sketch, Principle, Flinto. Adobe After Effects, Illustrator, Photoshop, InDesign. Robofont, Glyphs. HTML, CSS3, JavaScript. Java, C++, Processing, PHP, MySQL. Mode, Amplitude. English (native). French and Korean (working knowledge).