Sun Pei

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Education

INDIANA UNIVERSITY BLOOMINGTON
M.S. in Human-Computer Interaction and Design
May 2025

NATIONAL TAIPEI UNIVERSITY OF EDUCATION
M.Des. in Toy and Game Design (UX Focus)
2015

NATIONAL TAIPEI UNIVERSITY OF EDUCATION
B.Des. in Digital Technology Design
2013

Skills

Figma

Unity 3D

VR UI/UX design

Mobile UI/UX design

Desktop UI/UX design

Website UI/UX design

User research

Usability testing

Design thinking & strategy

Wireframing

Prototyping

Data analysis

Project management

Product management

Agile designs

Global team management

Communications

Problem solving

Certifications

Certificate in Agile Method for UX Design

Certificate in Accessibility: How to Design for All (in progress)

Interpretation course certificate

Experience

LEAD TEACHING ASSISTANT KELLEY SCHOOL OF BUSINESS, IUB
Aug 2023 – Present / Bloomington, IN

- Grading and critical reading.

PRODUCT MANAGER HTC VIVE
Apr 2023 – Jun 2023 / Taipei, Taiwan

- Developed and secured approval for the VIVERSE open ecosystem's vision, roadmap, and strategy by conducting competitor research and engaging with stakeholders.
- Authored product requirements for VIVERSE for Business and VIVERSE Home launch plans, establishing a collaborative model across R&D, design, user education, and art teams.
- Established a localization model to minimize errors in multi-team collaborations.

UX/UI DESIGN LEAD (GLOBAL) HTC VIVE
Aug 2020 – Apr 2023 / Taipei, Taiwan

- Defined UX features and user positioning for VIVE Sync by analyzing competitors and collaborating with stakeholders; led global UX design team in strategic roadmap planning using qualitative and quantitative research.
- Enhanced user experience and interface (UX/UI) across VR, AR, Mobile, PC, and Web for VIVE Sync, achieving a 20% increase in user base; developed exclusive UX for VIVE Flow, leading to a 50% growth in new user acquisition.
- Collaborated with the translation team for UX-focused content localization into 18 languages, including in-app text and voiceovers; pioneered inclusive UX design with a both-handed control method and a hand-tracking interaction system.

SENIOR VR CONTENT DESIGNER HTC VIVE
Jan 2018 – Aug 2020 / Taipei, Taiwan

VR CONTENT DESIGNER HTC VIVE
May 2016 – Jan 2018 / Taipei, Taiwan

- Designed 96 VR puzzle levels for Super Puzzle Galaxy with UX-focused difficulty scaling and obstacle creation; localized UI into 18 languages.
- Created 40 UX-centric levels and UI for Arcade Saga (4.8/5 rating); fine-tuned difficulty and game mechanics; led UX research in VR physics.
- Adapted 6DOF game to 3DOF for new devices with a focus on multiplayer UX; localized content for Chinese, Japanese, and English markets.

SOLUTION MARKETING SPECIALIST ACER
Jul 2015 – Apr 2016 / Taipei, Taiwan

- Developed and implemented cross-platform product strategies, conducting comprehensive market analyses and competitive surveys to strengthen market positioning.
- Created a range of marketing materials, including brochures, posters, and videos, with messages adeptly tailored for diverse audiences, from internal stakeholders to retail customers.
- Actively supported events and exhibitions, collaborating with global regional offices to coordinate joint marketing plans and initiatives.