



Pei Wang

SENIOR PRODUCT DESIGNER

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Senior Product Designer turning complex business, operational, and multi-market requirements into clear, scalable product experiences. Combines systems thinking with AI-augmented workflows from discovery through delivery.

EXPERIENCE

Igloo Insurance (formerly Axinan)

Mar 2021 – Jul 2026

Senior Product Designer

- Drove product design across Igloo's product portfolio in Southeast Asia, including Ignite, Admin Portal, Insurer Portal, and partner white-label solutions.
- Led the design of Ignite as it evolved from a primarily transactional product into a broader agent platform spanning onboarding, sales and insurance purchase, customer and policy management, referrals, engagement, learning, performance, and account experiences.
- Set product design priorities for cross-market initiatives, aligning product team, engineering, and local business teams around solutions that balanced insurer rules, operational needs, and platform constraints.
- Built shared design systems and reusable product frameworks that improved consistency across products and supported adaptation across markets and partner-branded solutions.
- Grounded design decisions in user research, analytics, and cross-functional workshops, while using AI-augmented workflows to synthesize findings, explore solutions, create prototypes, document decisions, and support the transition from design to code.

Creativestar Solutions

Sep 2018 – Dec 2020

UX/UI Designer

- Led end-to-end UX design across digital products, translating user needs and product requirements into information architecture, interaction models, prototypes, and production-ready experiences.
- Designed a multi-role learning management system from concept to launch, structuring complex content, permissions, and workflows for different user groups in close collaboration with product and engineering.
- Defined visual direction and reusable UI patterns across products, translating complex workflows into cohesive, high-fidelity interfaces.

China UMS, Sichuan Branch

Jul 2014 – Sep 2018

UI Designer

- Designed internal enterprise systems supporting data entry, review, and terminal operations, translating process-heavy business requirements into clearer and more efficient digital workflows.
- Defined interaction models and interfaces for operational tools in collaboration with business and engineering teams, bringing clarity and consistency to complex workflows.

EDUCATION

Southwest University of Political Science and Law

2010 – 2014

Bachelor's Degree