



## experience

### PricewaterhouseCoopers (PwC)

June 2018–October 2024

#### Product Design Lead

San Francisco, CA, USA  
hello@prestonmcpeak.com  
1 408 694 7988

Product Design Lead with over 8 years of experience and a strong foundation in interaction and user-centered design. A self-starter who thrives in fast-paced environments, I excel at adapting to roles across UX research, front-end implementation, and product management processes.

Skilled in building robust Figma design systems, streamlining design processes, and applying design thinking to solve business challenges. I'm seeking a role where I can apply strategic thinking, champion user-first design, and help mentor the next generation of designers.

## volunteering

### 1:1 Mentor

Develop for Good  
Summer 2024

### Intern Coach

Pricewaterhousecoopers  
Summer 2022, 2023

## education

### San José State University

BFA Graphic Design  
Cum Laude

#### UX Portfolio Lead | PwC - Tax

Jul '24–Oct '24

Led UX strategy across the Corporate Tax and Specialty Tax portfolios (6+ products), partnering with stakeholders to evaluate product workflows, align experiences, and prioritize design initiatives.

#### Lead Product Designer | PwC - Sightline Core Platform

Jun '23–Jul '24

Directed the creation of a UX interaction playbook for AG Grid adoption, empowering designers with reusable patterns to improve consistency and reduce design iteration cycles, accelerating delivery across 15 PwC Tax products.

Coordinated collaboration with stakeholders and cross-functional teams to translate business and technical requirements into user flows and design tasks, contributing to the migration of 80k legal entity records and the creation of a single source of truth for entity data across PwC Tax.

Facilitated weekly design critiques for a team of 10 designers, delivering targeted feedback to enhance usability, visual consistency, and alignment with product goals.

#### Senior Product Designer | PwC - Sightline Deliverables & Tasks

Mar '23–Jul '24

Designed the e-file system mapping feature, allowing tax engagements to accurately report IRS statuses to clients and reduce the risk of tax filing errors ahead of statutory deadlines, resulting in a 14% increase in usage from FY23 to FY24.

Pioneered the transition to AG Grid for a tax project management platform, reducing load times to 2 seconds for engagements with 8,000+ deliverables and adding features such as column customization, data grouping, filtering, and tagging.

Improved Sightline task creation flows to support bulk processes, reducing engagement setup time by 10% for tax preparers and managers.

Added support for new deliverable types, enabling Sightline to handle excise tax, sales & use tax, and consulting tax, broadening support for a \$100M book of business.

#### Product Designer | PwC - Products & Technology

Aug '20–Mar '23

Conducted usability audits, presented recommendations to stakeholders, and implemented redesigns by translating wireframes into high-fidelity Figma prototypes to address business challenges across PwC Tax and Enablement products.

#### Product Designer | PwC - New Ventures

Jun '18–Aug '20

Managed the end-to-end UX process for Workforce Orchestrator, PwC's HR SaaS employee engagement platform, designing mobile-first new hire onboarding plans and building admin dashboards to assess employee sentiment at scale, resulting in a 27% improvement in 90-day employee retention and a 43% reduction in first-day no-shows.