

Peter Meng | PM, Designer, Developer

CONTACT

🌐 www.impeter.com

✉️ contact@impeter.com

📄 [My LinkedIn](#)

📍 Based In Vancouver <-> Toronto, Canada

SKILLS

 **Design**

- Adobe Illustrator fluent
- Adobe Photoshop fluent
- Adobe InDesign novice
- Adobe AfterEffects novice
- Adobe XD expert
- Figma expert
- Design Practices
 - Design Documentation
 - UI / UX Design
 - UI Motion Design
 - Design System
 - Logo Design
 - Brand Identity Design
 - Poster / Ad Design
 - Packaging Design

 **Stable Diffusion**

- SD Web UI intermediate
- SD System Architecture intermediate
- SD Prompt Writing intermediate

 **SEO**

- Technical SEO intermediate
- Keyword Research intermediate
- Link Building intermediate
- Localization / i18n intermediate

 **Frontend Frameworks**

- ReactJS expert
 - Redux fluent
 - NextJs (ver 12 & 13) expert
 - Tailwind CSS expert
- Swift fluent
- Android Studio novice

 **Backend Frameworks**

- NodeJS intermediate
- ExpressJS intermediate
- Mongoose intermediate
- GraphQL novice

 **Database**

- Postgres intermediate
- MongoDB intermediate

 **Server Hosting**

- GCP intermediate
- AWS novice

 **Programming Languages**

- JavaScript expert
- TypeScript fluent
- HTML / CSS / XML expert
- C intermediate
- C++ intermediate
- Objective C intermediate
- Python fluent
- Java novice
- SQL / PSQL / SQLite intermediate

 **Admin**

- Microsoft Suite expert
- PM Methodologies (Agile, Waterfall, CI/CD...) expert
- PM Tools (Github, Gitlab, Jira...) expert

 **Spoken Languages**

- English native
- Mandarin native
- Russian elementary

EDUCATION

 **University of Toronto**
Stats & Computer Sci (Dropped Out)

ABOUT ME

I love building products! Throughout my career, I have dedicated myself to understanding user behaviours and uncovering market insights. I believe that creating a successful product requires a close-knit, multidisciplinary effort, combined with continuous iteration and prompt user feedback. It's essential to remain principled in our approach, while maintaining flexibility in setting long-term objectives to ensure product success.

EXPERIENCE

 **STABLE DIFFUSION BASED IMAGE GENERATOR**
Co Founder - 2023.Jul - Present

- 📈 1.6Million+ Impressions to Date
- 👤 430k Unique Visitors to Date
- 👥 36k Discord Members
- 💰 \$70k USD/Yr in Estimated Revenue
- 📦 Took 2 Months to Ship During Spare Time

My Responsibilities

- Managed the Entire Project
- Designed the UI/UX of the Web App
- Collaborated on the Image Generation System, Emphasizing GPU Integration and Stable Diffusion Cloud Hosting
- Developed the Frontend using NextJS, Integrating Localization and SEO Improvements
- Contributed to Backend Development, Focusing on the Affiliate System
- Led All Marketing Strategies and Initiatives.

 **BANDIT.BIKE (AFFORDABLE & POWERFUL E-BIKES)**
Project Lead - 2022.Jul - Present

- 💰 \$1.5M USD in GMV Sold to Date
- 💰 \$220k USD in Crowd Funding Revenue on [Indiegogo](#)
- 🚲 18 E-Bike Models Developed to Date
- 🏪 15 Carrying Retail Locations

My Responsibilities

- Designed the Brand and E-Commerce Site
- Planned and Executed the Crowd Funding Campaign (Product & Promotional Materials)
- Supervised Site Development with 3rd Party Developers
- Curated Bike Decals & Bike Paint
- Planned and Directed Commercial Photoshoots with Various Musical Artists
- Established the B2B Sales Strategy, and Secured Partnerships with 7 Retailers (13 Retail Locations).

 **EXXILE TYPE-1 - CONCEPT DESIGN**
2022. Jul - In Development

- 😬 First Time Dabbling in Designing Physical Products
- 🖌️ Created Concept Art Given the Requirements
- 📐 Calculated the Geometry of the Bike
- 🖨️ Created a Rudimentary Bike Frame Design using AutoCAD
- 🏭 Designed & Prototyped the Bike with the Manufacturer

 **JOURNEY - LEGAL TOOL FOR STARTUPS WEBAPP**
PRODUCT MANAGER - 2021 - 2022

- 👥 Collaborated with [Oziel Law](#) & [Motiv Studio](#) to Design a Legal Software for Canadian Startup Founders
- 📋 Engaged the Law Firm to Scope Out the Project Requirements, UI/UX, and Brand Design
- 📄 Collaborated with the Development Agency to Scope Out ERD & System Architecture
- 🏠 The Project Was Later Cancelled with the Purchase of Ownr by a Major Canadian Bank and with the Announcement of [Angellist for Startups](#)

 **WEAV - LONG DISTANCE RIDESHARING SERVICE**
CO FOUNDER - 2018 - 2022

- 👤 I Started This Company When I Was 19 Years Old
- 👥 I Assembled a Team of 7 People (2 Frontend, 2 Backend, 1 Designer, 1 PM, 1 Growth Marketer)
- 📱 Our Team Created a Native iOS App, a Native Android App, and a Web App
- 🚗 Our Company Operated in the Market for 5 Months with ~600 Monthly Active Drivers and Riders
- 📦 The Project Was Discontinued Due to Low Demand

REFERENCES

 **FRANK XU**
Software Engineer - <https://www.squareup.com/>
Previous Colleague at Weav
Contact - franxurn@gmail.com

 **NAFEES RAWJI**
Software Engineer - <https://www.meta.com/>
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 **ALLAN OZIEL**
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 **NICK ALMAGUER**
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Bandit Bikes Top Selling Dealer
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