

Peggy Chiang

Product Designer

Experienced product designer with over 5 years of expertise in UI/UX design, data-driven applications, and streamlined design strategies. Skilled in creating user-centric experiences and developing engaging interfaces that effectively align with business objectives.

Experience

Sr. UX/UI Designer | 4Gamers Taiwan | Sep 2020 - Mar 2022

Chat and News Feeds Platforms

- Led the design of gamification mechanics, resulting in a membership growth from 10,000 to 70,000+.
- Conducted stakeholder interviews, gaining valuable industry insights and informing website revisions.
- Developed and implemented a design system, ensuring consistency across the platform.
- Implemented a loading feature, contributing to a 20% increase in website page views.

Sr. UX/UI Designer | Octen Taiwan | May 2019 - Jun 2020

B2B Social Media, Educate Platforms

- Collaborated with stakeholders and departments to ensure usability and enhance the user experience.
- Assisted Product Managers with feature wireframes and confirmation.
- Improved internal user experience through front-end and back-end UI/UX development of B2B products.
- Provided support to engineers with HTML, RWD, CSS/SCSS, jQuery, and Suite applications.

UX/UI Designer | Softall Taiwan | July 2018 - Dec 2018

Gaming Platforms (Backend Platforms)

- Created visual communication for the company's image and internal corporate website.
- Designed frontend and backend UI/UX for company product development.
- Established wireframes and developed UX guidelines to enhance the user experience.

Web Designer | Singho Taiwan | May 2015 - May 2018

Design Agency

- Designed event websites, corporate websites, and banner visuals.
- Implemented HTML, RWD, and web SEO (structured data settings) and interface tracking for landing pages.
- Developed UI/UX designs for mobile and tablet platforms.

[Peggy's Portfolio](#)

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[Peggy's LinkedIn](#)

Skills

Design

Figma, Adobe XD, Photoshop, Illustrator, User Experience Design (UX), User Interface Design (UI), Wireframing and Prototyping, Design Systems, Visual Communication, Mobile and Tablet UI/UX Design

Research

User Research, Surveys, Interviews, Persona, Affinity Mapping, Usability Testing, Competitive Analysis, Accessibility

Development

HTML/CSS/JS, Bootstrap, SCSS/SASS

Education

Tamwood Careers College

Diploma of Education, UX design
Nov 2022 - Present

Southern Taiwan University of

Technology

Bachelor of Applied Science
Graduated Jun 2004 - Jun 2008

Licenses & Certifications

Google UX Design

Coursera, UX design
Issued Mar 2022

Language

- English Professional working
- Mandarin Chinese Native