Peiying Chien

UX/UI Designer

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With a background in Multimedia Design and Development, I am proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, CMS platforms, eCommerce, and UI design. I have supported projects by producing high-quality digital and print assets, ensuring alignment with brand guidelines.

WORK EXPERIENCE

Roots   **Quality Specialist | Oct 2025– Present**

- Utilized strong time-management and problem-solving skills to support efficient production workflows and meet deadlines.
- Reported to the Art Director, providing quality updates and feedback on current products to ensure brand alignment.
- Demonstrated strong attention to detail and multitasking abilities, ensuring each product met quality standards across daily tasks and timelines.

Roots   **UX Design Intern | March 2025- Apri 2025**

- Conducted user research and usability testing that led to a 15% improvement in user satisfaction.
- Supported the production and review of marketing and website content, ensuring consistency in layout, typography, colour accuracy, and overall visual presentation.
- Collaborated cross-functionally with senior designers, and developers to review and ensure brand-aligned digital and visual assets met quality and usability standards across web and digital platforms.

New Pioneer Travel   **Graphic & UX/UI Designer | Jun 2024 - Aug 2024**

- Collaborated with marketing and engineering teams to align designs with user research findings and business goals, reducing user drop-off rates by 20% on key booking pages.
- Created marketing collateral including event promotion banners for both digital and print, ensuring alignment with brand guidelines and visual identity.
- Delivered multiple projects simultaneously under tight deadlines, maintaining high-quality production standards in digital devices in a fast-paced, team-driven environment.

NON-PROFIT PROJECTS

BMHCC   **Project Lead | Mar 2025 - Present**

- Directed a cross-functional creative team in delivering social media content, branded digital materials, and promotional video assets for nonprofit events.
- Combined qualitative feedback from team members and target audiences to refine narrative direction and ensure final video content aligned with organizational objectives with open-minded, and eager to embrace new ideas..
- Produced social media promotional videos using After Effects and Premiere Pro, aligning content with target audience preferences.

ACADEMIC HISTORY

Humber Polytechnic | Sep 2023 - May 2025

College Diploma with Honors

Multimedia Design and Development

GPA: 90

Honors: Dean's List (Fall 2023, Winter 2024, Fall 2024)

UX Design Institute | Feb 2021 - Jan 2022

Professional Diploma in UX

Level: Certificate

Skills

Figma   Adobe Creative Suites(Photoshop, Illustrator, Afte effect)   Jira   CSS   HTML   JavaScript