Peiying Chien

UX/UI Designer

Phone: +1 437 - 979 - 1019
Email: pj5581766@gmail.com
https://www.pei-desi-uni.com/

Three years of experience in human-centered design, prototyping, and responsive web and mobile solutions. Experienced in applying user research, wireframe and accessibility to deliver visually engaging digital experiences.

WORK EXPERIENCE

P-Design-studio   **Designer | Jan 2024 - Present**

Collaborate directly with clients to create digital solutions, from websites and mobile apps to logos and branding. Focusing on understanding their vision and delivering user-friendly designs on time.

- Demonstrate the visual design to meet clients' needs such as colours, fonts, and visuals that align with their brand.
- Strongly deadline driven and complete tasks with regular check-ins to keep clients updated.

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

Developed a travel booking platform to enhance the ticket booking process, resulting in a 25% reduction in booking time. Developed high-fidelity prototypes and created responsive interfaces for both desktop and mobile, resulting in smoother interactions across devices.

- Collaborated closely with managers and cross-functional teams to refine the design and improve user experience.
- Applied research to detailed flight information and an intuitive payment process throughout the website.
- Complefed the requirement for agency commission login, allowing operators to accumulate their rates and rewards

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ACADEMIC PROJECTS

Furniture Ecommerce app   **Nov 2024 - Dec 2024**

Designed a 3D interactive furniture app to help users visualize and purchase furniture in their own spaces.

- Reduced shipping service selection time by 10% through usability testing, improving user efficiency.
- Presented documentation on 3D view functionality and design guidelines to ensure visual consistency.
- Used strong communication skills to collaborate with the team, overcoming integration challenges in the app's payment process to meet project requirements and deadlines.

ArtTeam- Lab Responsive website   **Sep 2024 - Dec 2024**

Independently designed a responsive website to help artists connect, rent affordable creative spaces, and network.

- Gathered feedback from artists to improve the visual design of the platform, enhancing the rental service experience
- Built journey maps to identify user needs and address the challenge of finding a suitable space, ensuring the platform met those needs.
- Created personas to identify solutions that help artists build connections with others.

ACADEMIC HISTORY

Humber Polytechnic | 2023-2025
Multimedia Design and Development
Toronto ON

UX Design Institute | 2021-2022
Professional Diploma in UX
Ireland - Remote

TECHNICAL SKILLS

Figma

Adobe Suites

Webflow

CSS

HTML

JavaScript