

Peiying Chien

UX/UI Designer

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Specialized in responsive web and e-commerce interface design, with strong foundations in UX/UI principles, usability testing, and interaction design. Skilled in collaborating across cross-functional teams and contributing to design systems within agile workflows. Passionate about solving real-world problems through thoughtful and inclusive digital experiences.

WORK EXPERIENCE

Roots

UX Design Intern | March 2024 - Present

Collaborate directly with cross functional teams to create digital solutions, from websites and mobile devices. Focusing on identify the problems and optimizing user interactions.

- Demonstrate human centered design and data driven testing on digital application, assisting the team to decision making based on the research and competitive analysis to refine user flows.
- Display comprehensive findings and recommendations for improvement in digital application.
- Build wireframes, prototypes, and high-fidelity designs to product development process that bring ideas to life.

New Pioneer Travel

UX/UI Designer | Jun 2024 - Aug 2024

Designed a travel booking platform aimed at enhancing the ticket booking process. Additionally, created high-fidelity prototypes and designed responsive interfaces for both desktop and mobile.

- Collaborated closely with managers, developers, and digital producers to improve user experience and ability to adapt to changing priorities quickly.
- Applied high-fidelity mockups using Figma and an intuitive payment process throughout the website.

RELEVANT PROJECTS

Furniture Ecommerce app

Nov 2024 - Dec 2024

Addressed with a design 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

User-centered design for a responsive website to enable artists to connect, rent affordable creative spaces, and network, fostering collaboration and community within the creative industry.

- Used data-informed insights from customer feedback and analytics to guide iterative design improvements.
- Focused on user-centered design practices, developing personas and journey maps to guide key decisions. Created design systems to have the design guideline consistency in visual design .

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

Jira

CSS

HTML

JavaScript

Communication

Time Management

Collaboration

Problem Solving

User Research

Problem Solving

Usability

Testing