Peiying Chien

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https://pei-designs.com/

UI/UX Designer

A passion for design thinking and solving problems with creativity and empathy, improving user experiences from research to solution. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, and UI design. Experienced in producing high-quality digital and print assets while maintaining alignment with brand guidelines, and skilled in typography, layout, and brand identity. Seeking to contribute creative expertise to a collaborative design team.

WORK EXPERIENCE

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

- Utilized attention to detail and organizational abilities support efficient production workflows and meet deadlines.
- partnered with designers, art director, and managers, 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**

- Presented design solution to cross functional team for user needs based on qualitative feedback and quantitative data.
- Supported the user interface and review of marketing and website content, ensuring visual 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 digital 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 advertising, ensuring alignment with brand guidelines and visual identity.
- Delivered multiple projects simultaneously under tight deadlines with think critically in digital devices, working in agile environments.

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.
- Embrace feedback and implement changes efficiently 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) CSS   HTML   JavaScript   PowerPoint