

Peggy Chiang



Bachelor of Applied Science in Game Development Science from Southern Taiwan University. 5 years of software development experience, designing front-end and back-end programming for web and mobile applications. Pursuing a major in UX design at Tamwood College, with a focus on user-centered experiences that align with business goals. Skilled in designing intuitive user interfaces that increased user engagement. Passionate about designing for human interaction, working closely with product managers, engineers, and stakeholders to develop effective solutions.

Sr. UX/UI Designer, [4Gamers](#), Taiwan/Taipei, ON Set 2020 - Mar 2022

Figma/Photoshop/Illustrator/UX presentation

- Conducted stakeholder interviews to diagnose issues, devise solutions, and enhance website revisions, yielding valuable industry insights.
- Advised and executed the addition of a news continuous loading feature, propelling a 20% boost in website page views.
- Engineered a personalized membership system featuring interactive functional content, design guidelines, and membership operations, fostering increased engagement and satisfaction.
- Collaborated with team members to establish and fulfill teamwork objectives, designing gamification mechanics that triggered membership growth from 10,000 to over 70,000 members.

Sr. UX/UI Designer, [Octen](#), Taiwan/Taipei, ON May 2019 - Jun 2020

Sketch/Photoshop/Illustrator/HTML/CSS/SCSS/JQuery

- Discuss UX methodology with stakeholders and departments, and assist PM with feature wireframes and confirmation of features to be developed.
- Improve internal user experience through front-end and back-end UI/UX development of the company's B2B products.
- Help engineers with HTML_RWD and CSS/SCSS/JQuery/Suite applications.

UI/UX Designer, [Softall](#), Taiwan/Taipei, ON Jul 2018 - Dec 2018

Adobe XD/Photoshop/Illustrator/HTML/CSS/SCSS/JQuery

- Created visual communication for the company's image and internal corporate website.
- Designed frontend and backend UI/UX for company product development and related UI guidelines.
- Established UX function wireframes and developed wireframe designs.
- Collaborated with product managers, engineer RD, and marketing teams to achieve consensus on the direction of communication.

Education

- [Tamwood Careers College](#)
Diploma of Education, UX design, Nov 2022 - Present
- [Southern Taiwan University of Technology](#)
Bachelor of Applied Science, Graduated in 2004 - 2008

Licenses & Certifications

[Google UX Design](#) - The course lasts about 33 weeks for about 8 months, making the details of learning more solid, thinking in the middle and practical application.