

# Peggy Chiang

 Bachelor of Applied Science, [Southern Taiwan University](#) 2004 - 2008



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

Figma/Photoshop/Illustrator/UX presentation

- Conduct original website revamp, understand company culture and consensus by interviewing various stakeholders, from problem discovery, problem definition, to solution.
- News continuous loading feature added, total traffic increased by more than 20%.
- Build of personalized membership system as well as interactive functional content to start membership operation.
- Gamification mechanics increased dwell time, stickiness, and members improved from 10,000 to over 70,000 currently.

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

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

- Conduct project discussions with stakeholders and departments to introduce UX methodology, discuss and assist in UX feature wireframes drafting with PMs and confirm features to be developed.
- Assist in the functional development of the company's B2B products, front-end and back-end UI/UX to improve the internal user experience.
- Assist engineers with HTML\_RWD (Responsive Web Development), CSS/SCSS/JQuery/Suite applications.

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

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

- Design the visual communication of the company's image and internal corporate website.
- Frontend and backend UI/UX design for company product development and related UI guidelines.
- Set up UX function wireframe and draw wireframe.
- Discuss with different roles, product manager and engineer RD and marketing communication direction to reach the current consensus solution.

Web Designer, [Singho](#), Taiwan/Taipei, ON Mar 2015 - Mar 2018

Photoshop/Illustrator/HTML/CSS/SCSS/JQuery

- Event Website / Corporate Website Design / Banner Visual Design.
- HTML\_RWD / Web SEO (structured data settings) and tracking.
- Mobile, tablet ui/ux design.

Web Designer, [MOVE IN POCKET](#), Taiwan/Taipei, ON Nov 2013 - Mar 2015

Web Designer, [YIMAN INFOTEK](#), Taiwan/Taipei, ON Nov 2011 - Oct 2013

Web Designer, [IPEEN](#), Taiwan/Taipei, ON Sep 2010 - Sep 2011

## SIDE PROJECTS AND HOBBIES

[Food Security App](#)-2020 Data Innovation Application Competition. To encourage people to use data (Open Data, Enterprise Data, Big Data, and other data) to develop creative and practical products or services by mining, reorganizing, and mashing.