Peggy Chiang

Experienced product designer with over 5 years of expertise in UI/UX design, data-driven applications, and streamlined design strategies. Skilled in creating user-centric experiences and developing engaging interfaces that effectively align with business objectives.

EXPERIENCE

Sr. UX/UI Designer | 4Gamers
Sep 2020 - Mar 2022

Chat and News Feeds Platforms

- Led the design of gamification mechanics, resulting in a membership growth from 10,000 to 70,000+.
- Conducted stakeholder interviews, driving strategic website revisions and boosting user engagement by 50%.
- Created and executed a design system from scratch, ensuring consistency across the platform.
- Implemented features that reduce user friction on the platform, contributing to a 20% increase in website page views.

Sr. UX/UI Designer | Octen
May 2019 - Jun 2020

B2B Social Media, Educate Platforms

- Achieved 80% user satisfaction by collaborating with stakeholders and departments to enhance usability and user experience.
- Worked with Product Managers with wireframes and user research for optimal information architecture.
- Developed and maintained a comprehensive design system, including patterns, guidelines, and detailed design specifications for engineering partners, reducing development time by 20%.

UX/UI Designer | Softall
July 2018 - Dec 2018

Gaming Platforms (Backend Platforms)

- Spearheaded a website redesign, conducting prototyping and testing, resulting in a 20% increase in internal usage.
- Established a brand new corporate image and fostered trust between the corporate image and the enterprise.
- Created comprehensive end-to-end user flows and models for design validation with stakeholders and users.

Web Designer | Singho
May 2015 - May 2018

Design Agency

- Designed event websites, corporate websites, and engaging banners to boost 10% of click-through rates.
- Developed mobile and tablet UI/UX designs, enhancing retention rates and user experience across multiple touch points and channels.

Contact

- 🔗 [Peggy's Portfolio](#)
- ✉ q375ml@gmail.com
- in [Peggy's LinkedIn](#)

EDUCATION

- Tamwood Careers College
  UX design
  Nov 2022 - Oct 2023
- Southern Taiwan University of Technology
  Department of Multimedia and Game Development Sciences
  Jun 2004 - Jun 2008

LANGUAGE

- English Professional working
- Mandarin Chinese Native

TOOLS

Figma

Adobe CC

Miro

CODING

HTML / CSS

SCSS

Bootstrap

SPECIALTLES

User Research

Design Iteration

Information Architecture

Wireframing

Comparative Analysis

Prototyping

Usability Testing

Journey Mapping

A/B Testing

Interaction Design