

# Peggy Chiang

## Product Designer

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, 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.
- Implemented interface tracking for HTML, RWD, web SEO, and effective landing pages, benefiting companies.
- Developed mobile and tablet UI/UX designs, enhancing retention rates and user experience across multiple touch points and channels.

 [Peggy's Portfolio](#)

 [q375ml@gmail.com](mailto:q375ml@gmail.com)

 778-319-3583

 [Peggy's LinkedIn](#)

## Education

### • Tamwood Careers College

Diploma of Education, UX design Nov 2022 - Present

### • Southern Taiwan University of Technology

Bachelor of Applied Science  
Graduated Jun 2004 - Jun 2008

## Skills

### Design

Figma, Adobe XD, Photoshop, Illustrator, User Experience Design (UX), User Interface Design (UI), Wireframing and Prototyping, Design Systems, Visual Communication, Mobile and Laptop UI/UX Design

### Research

User Research, User Interviews, flows, User journey, Usability Testing, Competitive Analysis, Accessibility, Qualitative

### Development

HTML/CSS/JS, Bootstrap, SCSS/SASS

## Licenses & Certifications

### • Google UX Design

Coursera, UX design  
Issued Mar 2022

## Language

- English Professional working
- Mandarin Chinese Native