

# 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 Taiwan | Sep 2020 - Mar 2022

#### Chat and News Feeds Platforms

- Achieved a 70,000+ membership growth by successfully implementing gamification mechanics on the website.
- Conducted stakeholder interviews, driving strategic website revisions and boosting user engagement by 50%.
- Spearheaded design system implementation for brand consistency and enhanced user experience.
- Introduced innovative loading feature, increasing website page views by 20% and improving user satisfaction.

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

#### B2B Social Media, Educate Platforms

- Collaborated with stakeholders and departments to enhance usability and user experience.
- Assisted Product Managers in creating feature wireframes and confirmations.
- Improved internal user experience through front-end and back-end UI/UX development of B2B products.
- Supported engineers with HTML, RWD, CSS/SCSS, jQuery, and Suite applications.

### UX/UI Designer | Softall Taiwan | July 2018 - Dec 2018

#### Gaming Platforms (Backend Platforms)

- Developed visual communication for the company's image and internal corporate website.
- Designed frontend and backend UI/UX for company product development.
- Created wireframes and established UX guidelines to optimize the user experience.


### Web Designer | Singho Taiwan | May 2015 - May 2018

#### Design Agency

- Designed event websites, corporate websites, and engaging banners.
- Implemented HTML, RWD (Responsive Web Design), web SEO (structured data settings), and interface tracking for effective landing pages.
- Developed mobile and tablet UI/UX designs.

 [Peggy's Portfolio](#)

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

 778-319-3583

 [Peggy's LinkedIn](#)

## 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, Persona, UX flows, User journey, Usability Testing, Competitive Analysis, Accessibility, Qualitative

### Development

HTML/CSS/JS, Bootstrap, SCSS/SASS

## 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

## Licenses & Certifications

### • Google UX Design

Coursera, UX design  
Issued Mar 2022

## Language

- English Professional working
- Mandarin Chinese Native