

Salie Chien

Product Designer

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Experience

UX Designer Agoda Services Co.	Bangkok, Thailand 06/2019 - Present
<ul style="list-style-type: none">• Designed and shaped Agoda Flights, which a new product just launched in mid-2019, and now hit an average 1K+ of daily booking. Directed and organized the scrum for app platforms mainly.• Collaborated closely with designers, researchers, data scientists, engineers, and product managers to bring new features and enhance the product.• Collaborated closely with the design system team to delivering new components with comprehensive documentation and guideline.• Worked on Product Marketing, which includes Pricing to upsell better deals, Pulse Marketing to generate and join campaigns easier, and SEO to optimize the mobile experience.• Co-initiated a recruitment & mentoring program for Agoda Design, which partnered with Thammasat Design Center to coach the participants to complete the design challenges from research to the final solution. Successfully hired a new designer in the team.	
Designer & Writer Freelance	- 06/2016 - Present
<ul style="list-style-type: none">• Worked with multiple companies and online media on web design and advertorial. Clients have included Acer and SMEs.	
Web Designer Tenten Digital Agency	Taipei, Taiwan 09/2016 - 07/2018
<ul style="list-style-type: none">• Conceptualized, directed, and designed digital experiences on several projects from large scale revamping to the marketing campaign. Clients from e-commerce, jewelry to the industrial industry.• Launched a movie forum, which is an internal initiative project from scratch.	
Design Intern Tenten Digital Agency	Taipei, Taiwan 06/2016 - 08/2016
<ul style="list-style-type: none">• Assisted in design research, ideation, and responsive web design.• Organized and doubled the viewer on the Facebook Business Page of company self-brand• Wrote articles about digital marketing, business relationship, and case study on the company blog for content marketing and PR.	
Social Media Editor Fusion Medium Inc.	Taipei, Taiwan 06/2015 - 05/2016
<ul style="list-style-type: none">• Reorganized the content marketing strategy of VidaOrange.com and wrote articles.• Achieved page likes by 142% on Facebook business page and average page views to 6K on the website.• Coached interns to work on experimental projects.	
Translator and Editor Fusion Medium Inc.	Taipei, Taiwan 02/2014 - 05/2015
<ul style="list-style-type: none">• Translated and wrote the articles assigned by the editor. Sources included Mic., Business Insider, and the Atlantic. Topics included education, economy, and lifestyle.• Offered a full-time role upon graduation.	

Education

B.B.A. in Business Administration
National Central University, Taiwan
2011 - 2015

Skills

- Design
- Competitive Analysis
- User Experience Design
- User Interface Design
- Information Architecture
- Wireframing
- Prototyping
- User Interview
- Usability Testing
- User Research
- Product Management
- Software
- Figma
- Sketch
- Principle
- InVision
- Abstract
- Zeplin
- Axure RP
- Atlassian Jira
- Atlassian Confluence
- Google Analytics
- HTML & CSS
- SQL