

Salie Chien 簡聖蓉

Product Designer

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Experience

UX Designer
Agoda Services Co.

Bangkok, Thailand
06/2019 - Present

- 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

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06/2016 - Present

- 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

- 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

- 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

- 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

- 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