

Salie Chien 簡聖蓉

Product Designer

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Experience

Product Designer
Agoda Services Co.

Bangkok, Thailand
06/2019 - Present

- Designed and shaped Agoda Flights, which a new product have launched in mid-2019, and now hit an average of 1K+ of daily booking. Directed and organized the scrum for app platforms.
- 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 - 05/2019

- 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

Leadership

Mentor of Design Challenge Program

Thammasat Design Center X Agoda
12/2019 - 06/2020

Skills

Design

Competitive Analysis
User Experience Design
User Interface Design
Information Architecture
Wireframing
Prototyping
User Interview
Usability Testing
User Research
Project Management
Product Management

Software

Figma
Sketch
Principle
InVision
Abstract
Zeplin
Axure RP
Atlassian Jira
Atlassian Confluence
Google Analytics
HTML & CSS
SQL