

PEI-YU HUANG

黃珮羽



黃珮羽 / Pei-Yu Huang

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Xindian Dist., Taipei

About Me

Education

Shih Hsin University, Department of Social Psychology, 2006-2010
世新大學 社會心理學系學士

Career

UX Designer
玄米設計（台北市）, 2018-2020

Director of Insurance
南山人壽（台北市）, 2009-2017

Language

Mandarin, English, Taiwanese, Korean

Lecturer

UI/UX 設計經驗分享
AppWorks School, 2019

Certifications

資訊工程策進會
互動式網站UI/UX設計師就業養成班

Develop Skills

JavaScript, CSS, HTML, jQuery, PHP, MySQL

Software

Sketch, Photoshop, Illustrator, Marvel App, Axure RP, InVision

Project Summary

Cathay-life CRM

I took the project over from ex-outsource. Communication with project stakeholders (digital-development Department, IT Department), coordinate the workflow in the process, designed user interface, and built prototypes to test workflow optimizations for CRM.

Bank SinoPac usability testing

Planning and Executing usability testing, identify usability problems, analyze and report findings.

Kindom-living

Planning and organizing the project, Creating an information architecture, sitemap and wireframe, designing visual design, communicate with cross-functional.

Clappin'

Worked with the client to create their website. The project involved working with clients to conduct need-finding, brainstorming with the client, creating an information architecture schema and user story, and designing sketches, flow diagrams, wireframes.

SOGO app

Collection and analysis of competitor's information, communicate with team members, designing wireframes.

President Technology corp. POS system

Understanding user behaviors and needs, created user flow, designing visual design, organizing style guide, communicate with client.

Skills

Communication

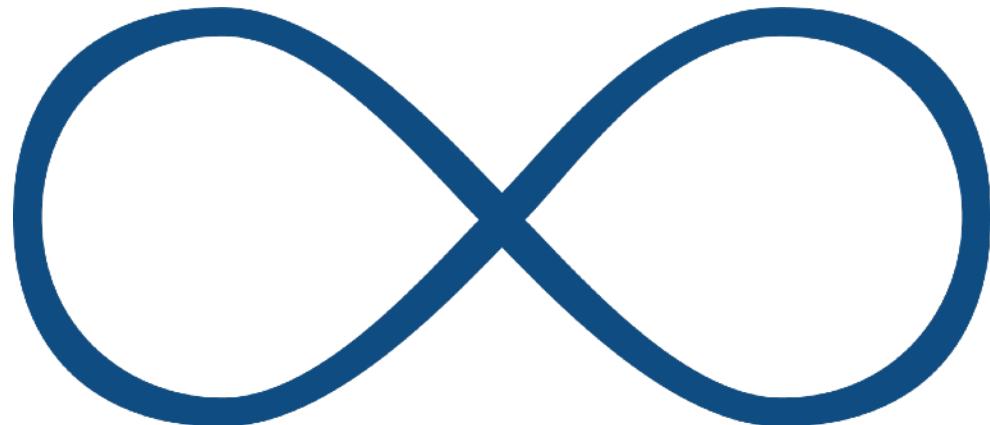
Share Ideas and Brainstorming With Team, Empathy for Other People

Wireframe & Prototyping

Information Architecture, User Flow, Flow Chart

Develop

JavaScript, CSS, HTML, jQuery, PHP, MySQL



Project Management

Scheduling, Task Management, Keep on Top of Progress.

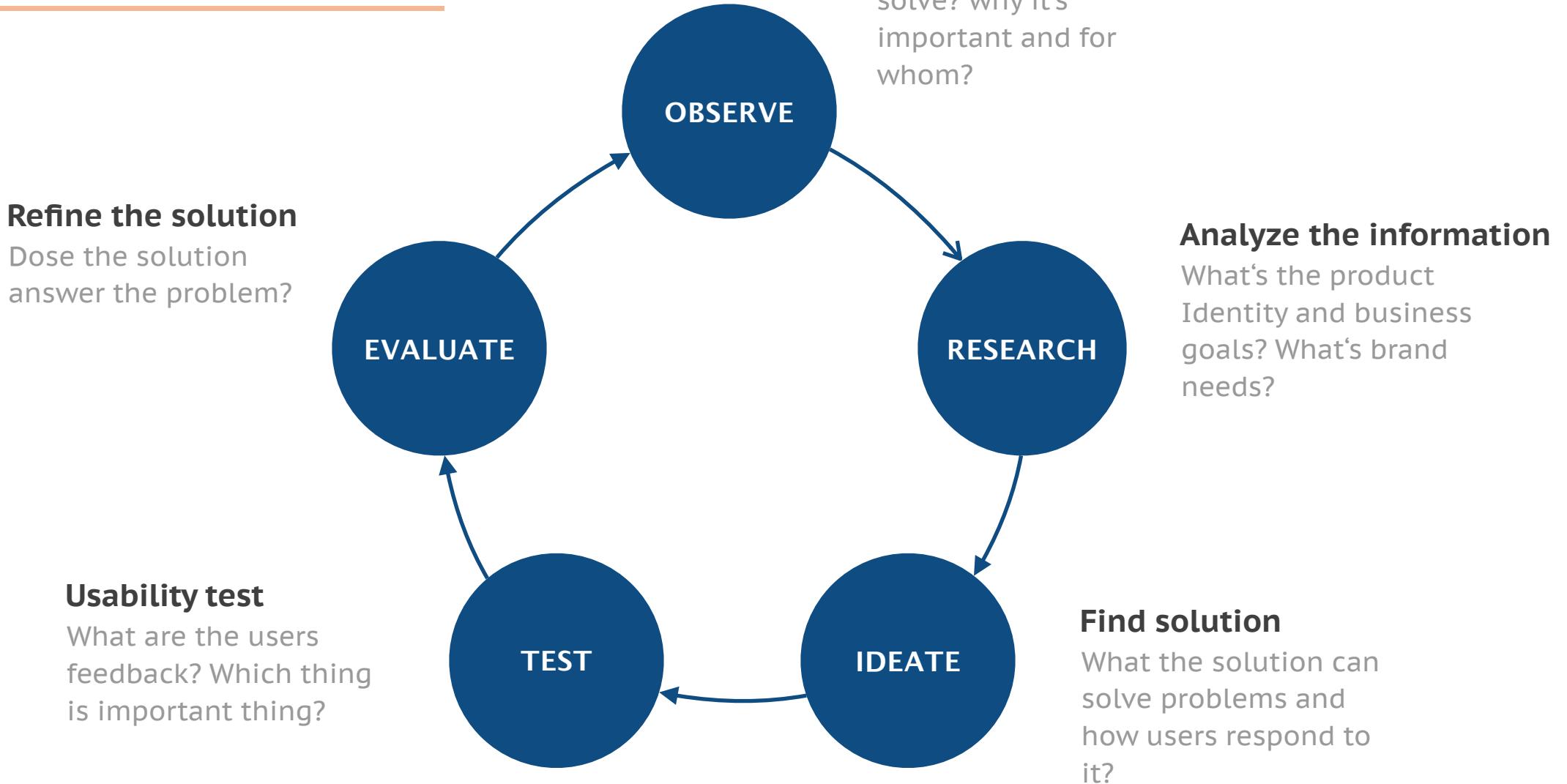
Research

Persona, User Stories, User Interview, Usability Plan, User Journey, Card Sorting

UI Design Tools

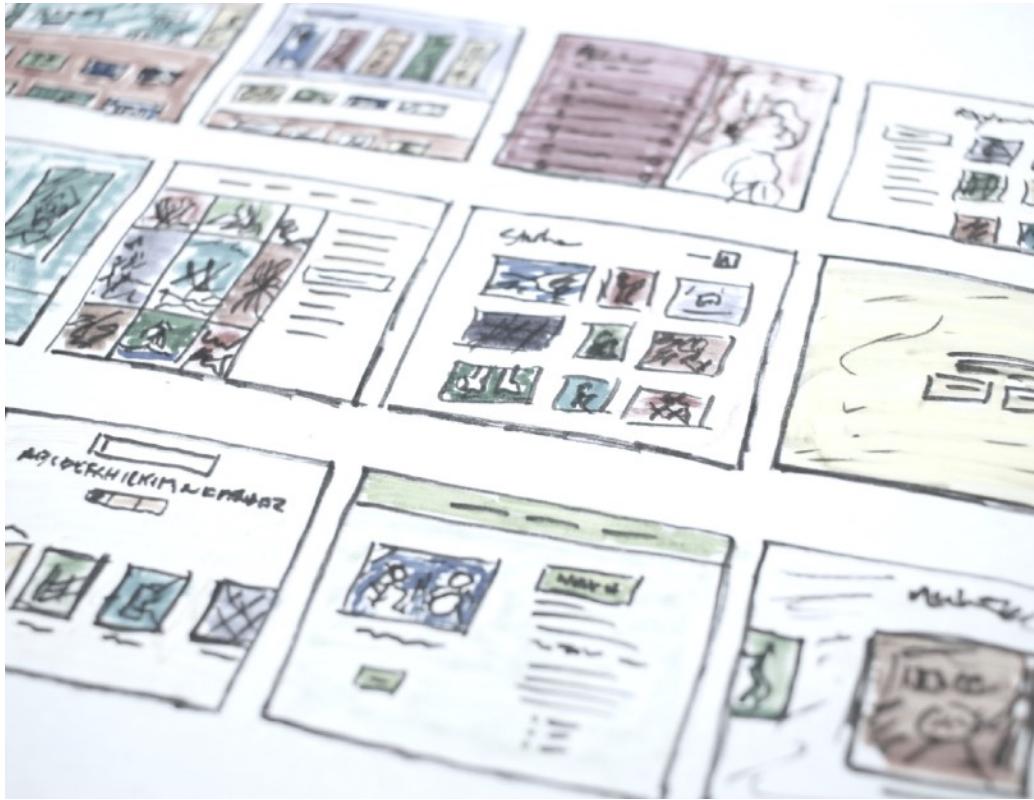
Sketch, Figma, Zeplin, Axure RP

Design Process



ABOUT

UX / UI Design





Cathay-life CRM system

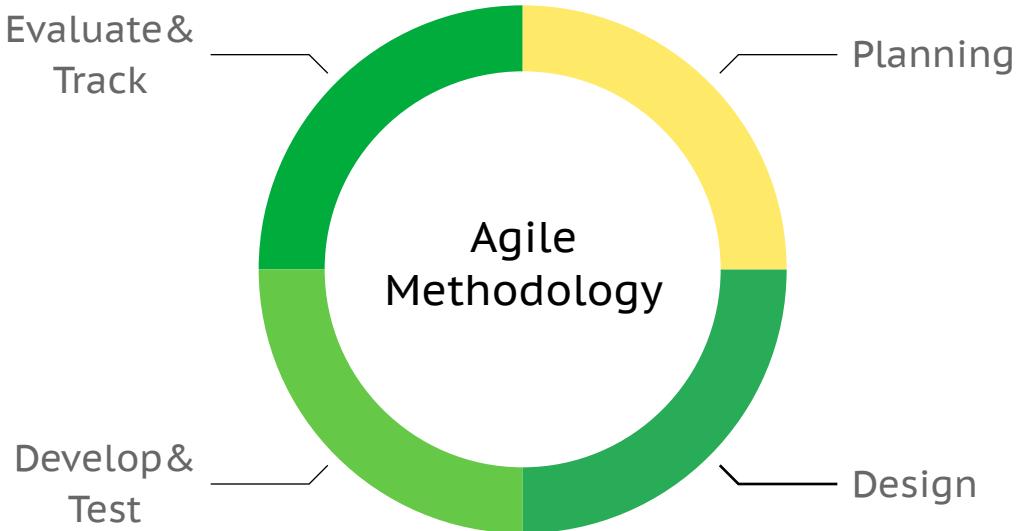
2019



ABOUT

This product development using Agile Methodology.

I designed this product to make it easier for sales to manage customer data and helping sales easy to find the customer data when they need it.



Top Screenshot (Dashboard):

- 推 薦名單
- 精準行銷
- 服務/權益
- 整合行銷
- 集團相關

Marketing List TOP 10:

排名	名稱
1	精準行銷/High客名單/名單1
2	精準行銷/High客名單/名單2
3	...

Bottom Screenshot (Customer Profile):

Basic Information:

- 姓名: 陳怡君
- 性別: 女
- 手機: 0922133647
- LINE ID: Amy0315
- ID: A223456789
- 住家電話: 02-28223521
- 現居地址: 112 台北市北投區光明路251號
- 生日: 62/03/15
- 公司電話: 02-26566999#2158
- 公司地址: 104 台北市內湖區陽光街288號

Personal Information:

- 公司往來: 要被意產團借
- 客戶關係: 經手件
- 傳真: 02-28223521
- Email: Green@tree.com.tw
- 職業: 公務員
- 介紹人: 林怡君
- 服務單位: 總統府
- 學歷: 研究所
- 婚姻: 已婚

Contact Information (Company Provided):

- 手機1: 0922133647
- 手機2: 0922133647
- 電話: 02-28223521
- 地址: 112 台北市北投區光明路251號

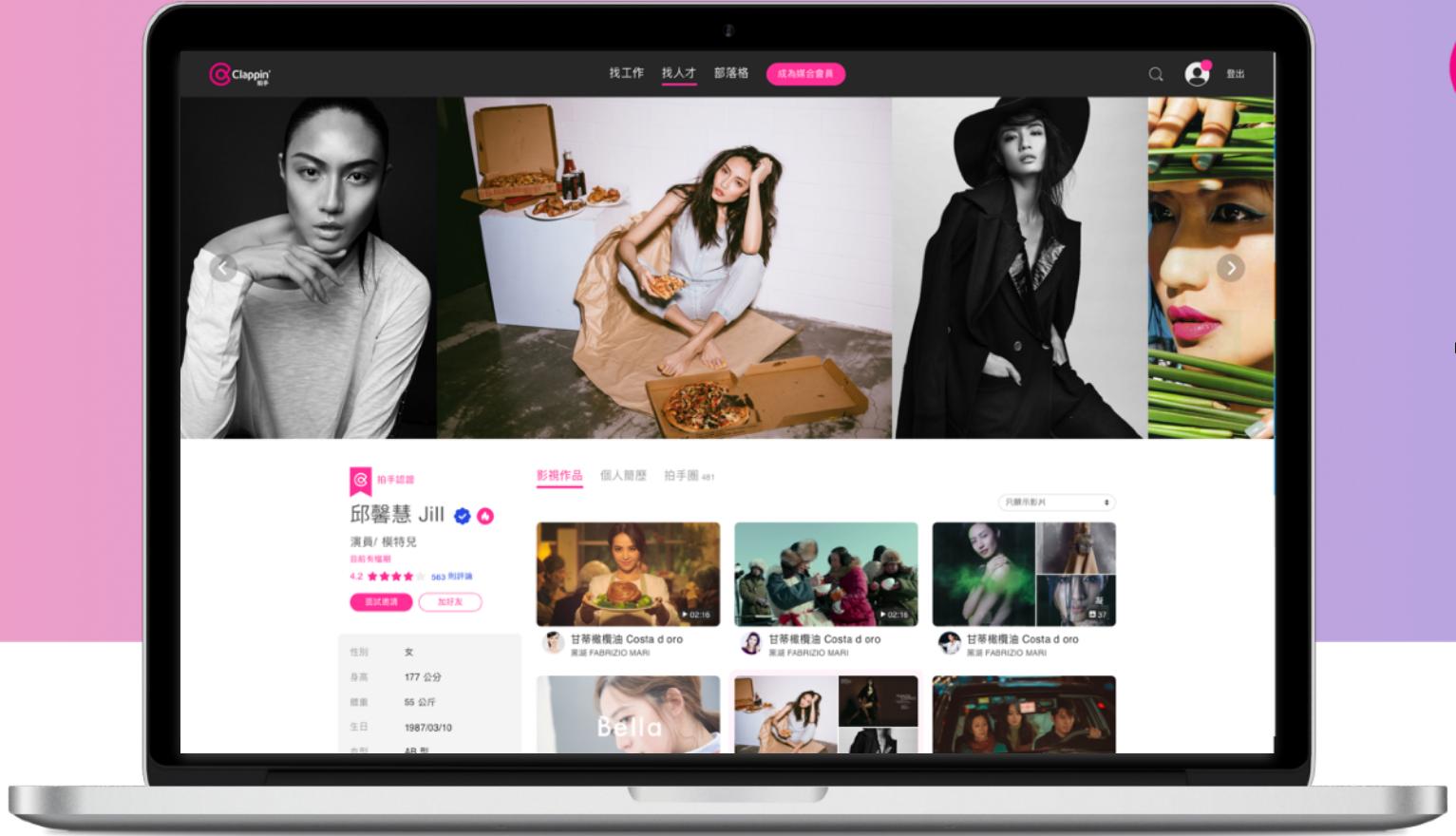
Service Application Items:

- 網路服務線上變更已辦理
- 行動服務尚未申辦
- 一指通尚未申辦
- 電子單據已附檔
- 轉帳申請尚未有保單待申請
- 易call保尚未申辦
- 保單貸款尚未貸款資格
- 理赔抵繳尚未申辦

Business Area:

- 未買投資型客戶
- 差額升等VIP

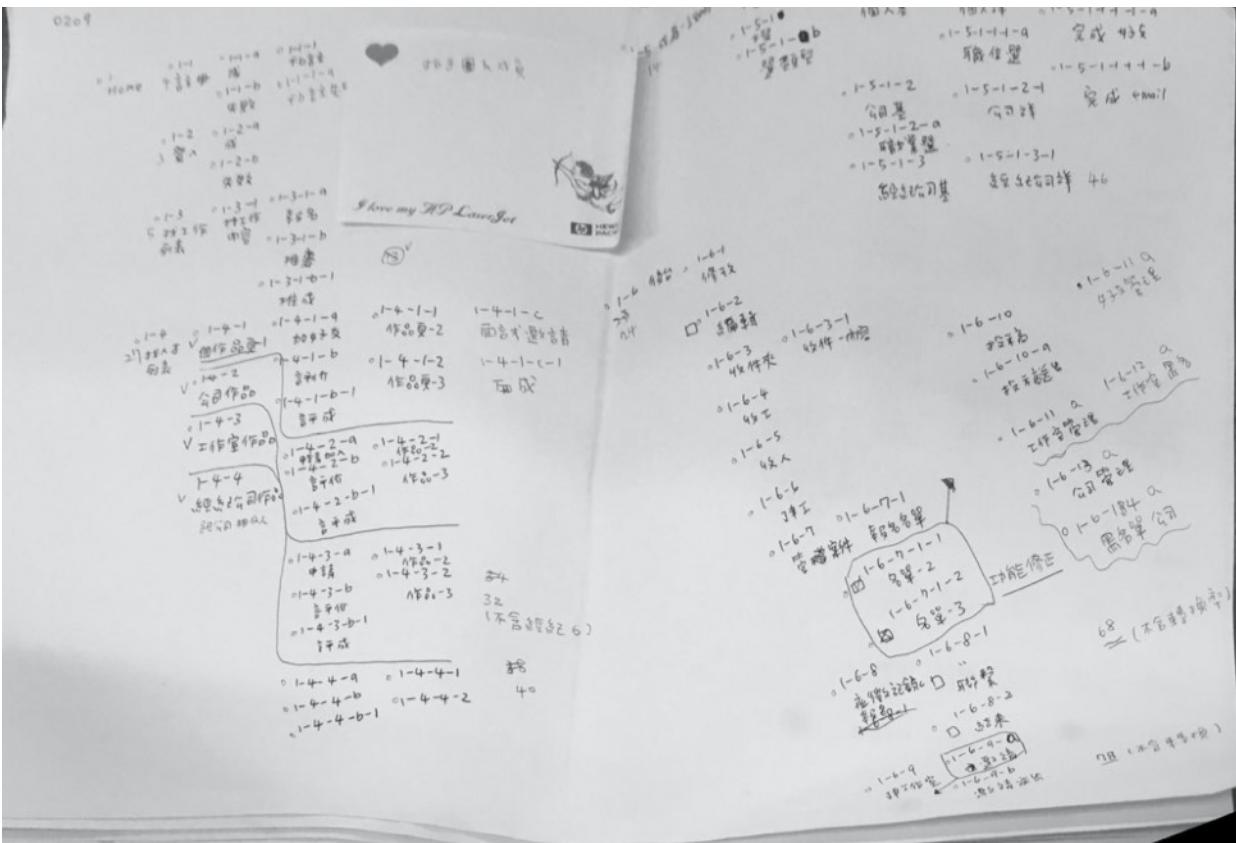
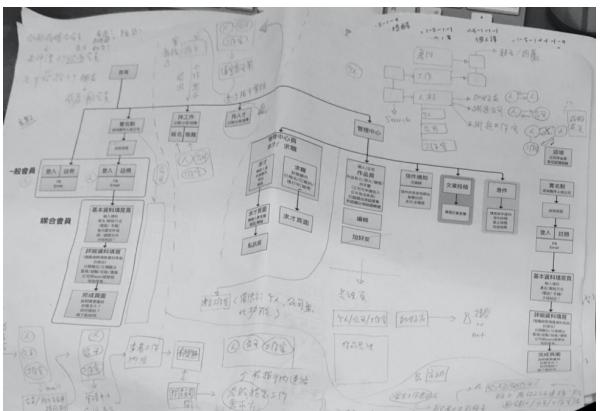
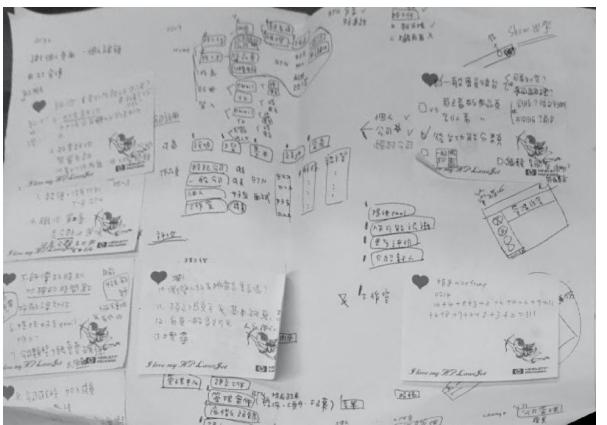
- Centralizes all your customer data
- Recommended target list
- Manager system



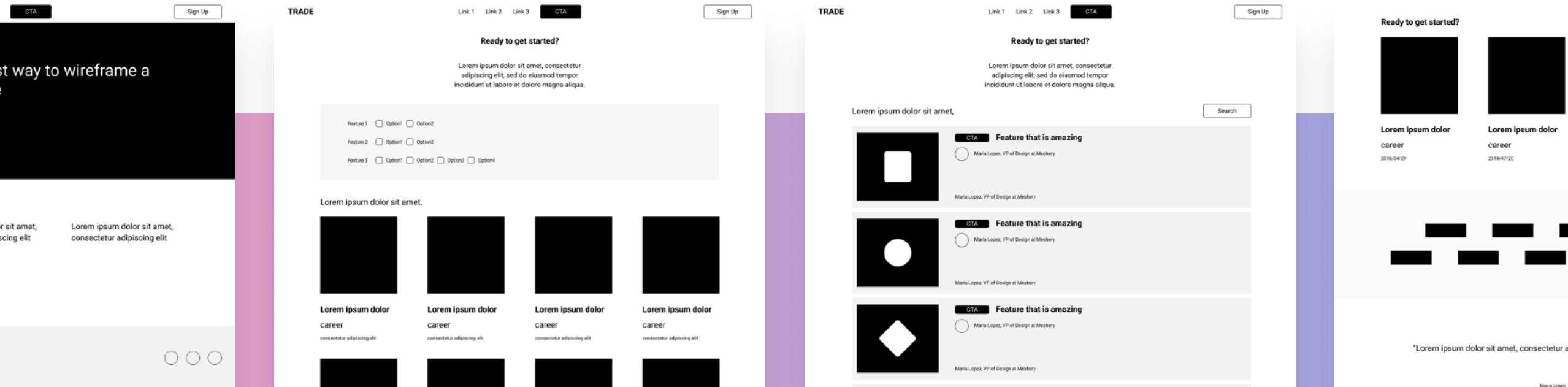
Find your dream job

2018

Design Thinking



Wireframes



Usability Testing



2020

E. 網路銀行：繳信用卡費結果 資訊排序

任務四—打卡賣（最低價格/本期價格/自訂額度）

視覺清晰度 / 狀態回饋

「繳卡費結果」頁面資訊清晰。

受測者對於繳費結果頁之資訊、查看資訊之排序，與目前畫面大致相符，且回饋正向。

可將資訊相關資訊群組，以降低用戶閱讀心智負擔。

報戶
戶籍編號：22000122150300

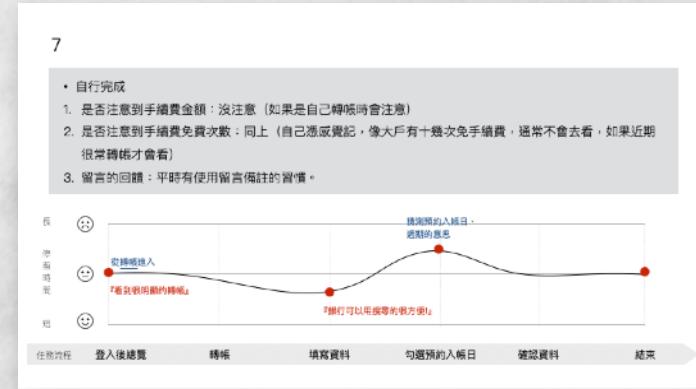
借閱

	用戶排序	畫面排序
帳戶	1 我的帳號	我的帳號
	2 憲交卡號	憲交卡號
金額	3 帳戶餘額	憲資金額
	4 憲資金額	帳戶餘額
其他	5 交易日期	交易日期

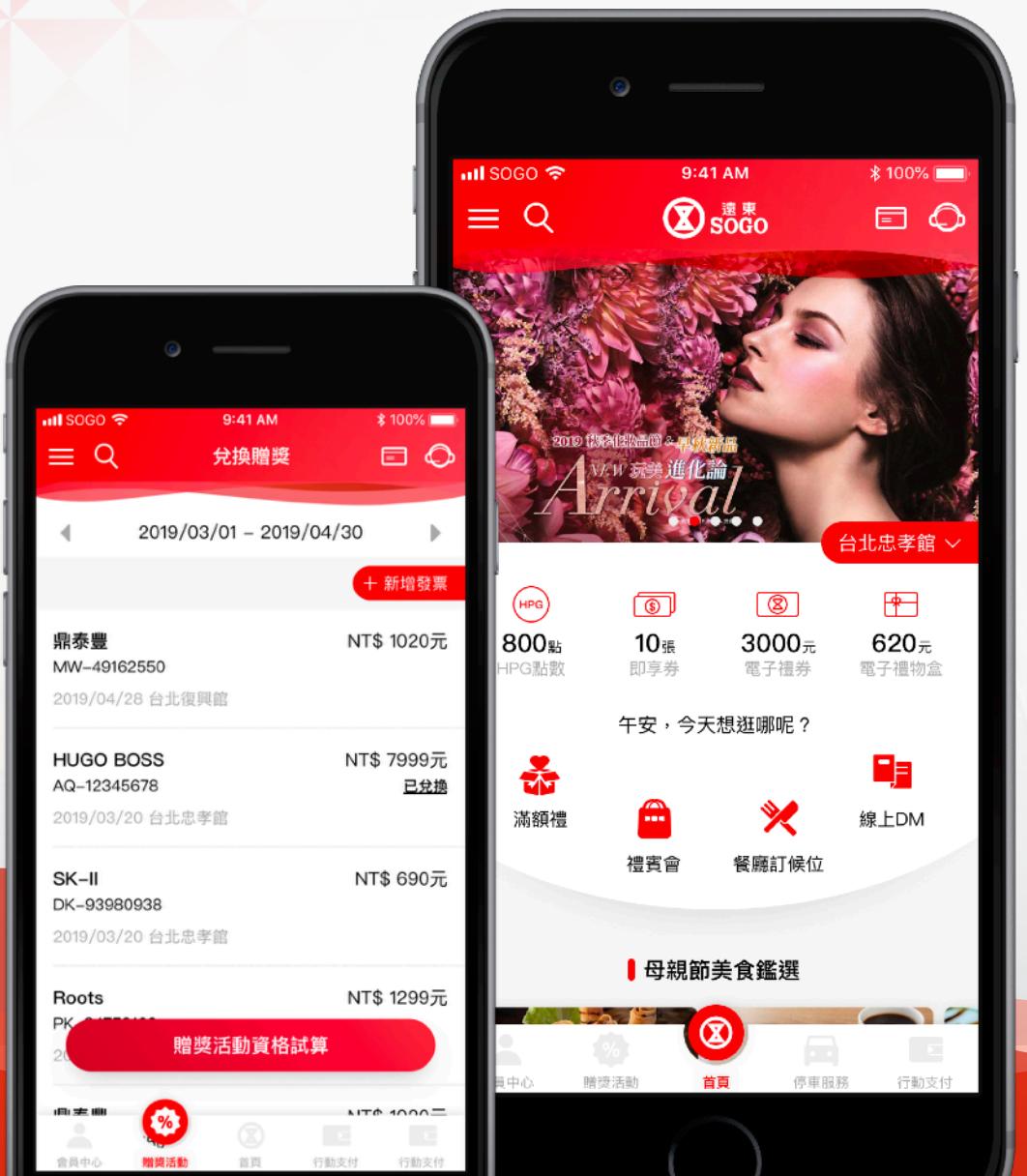
Task Analysis

User Journey Map

Usability Evaluation



評估框架						
評估指標	功能性評量			易用性評量		
	1 交互作用	2 操作效率	3 資訊組織	4 人機交互	5 易用性指標	6 滿意度
意涵	文字大小 易讀性	用字精確	操作效率	回音頁指引	各範疇：策略、技術 判斷、皆可理解	狀態可清楚顯示
	前景與景深配色 且直覺	清楚扼要	閱讀效率	目的地導覽	各年齡、策略、技術 背景者，尚滿足需求	錯誤可說明指引
	資訊陳述 與設計	說明完整		操作前提示		中斷時可解釋狀況



For A Convenient Shopping Experience

2019



Mobile payment



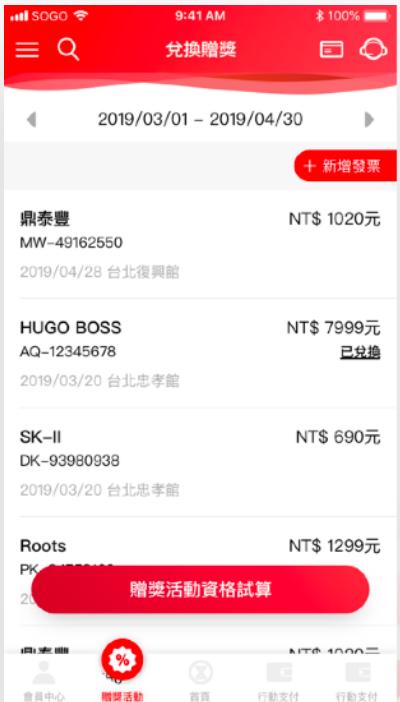
Smart Parking System



Reservation system



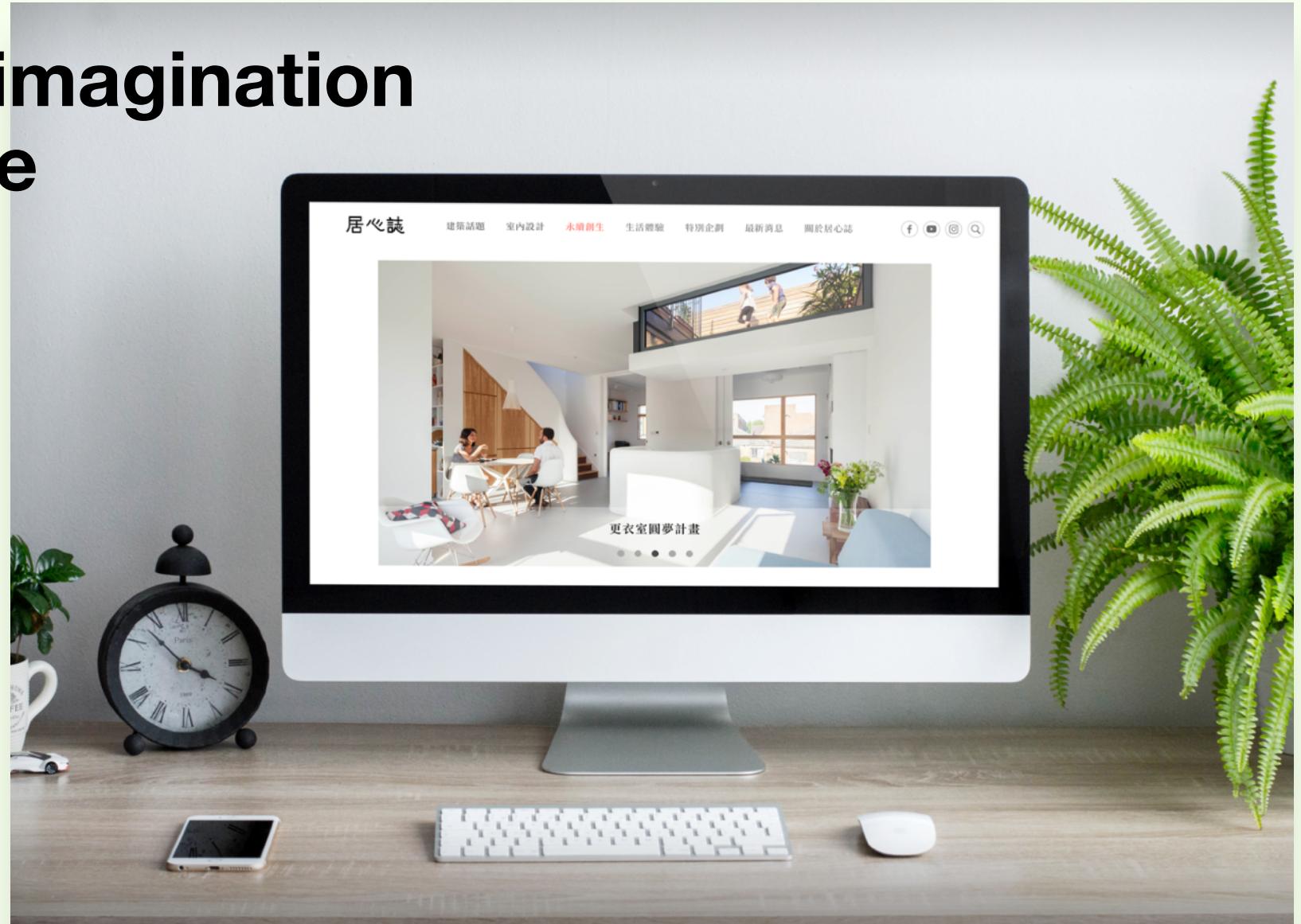
Offer information



居心誌

open your imagination
about home

2019





Update your business

2020

依到貨日訂貨/訂貨

到貨日：2019-12-20 週三

模板名稱	客服電話	到貨日期	配送時間
大城雞蛋模板一	02-29879587	2019-12-20 週三	第一配

訂貨 ^

模板名稱	客服電話	到貨日期	配送時間
大城雞蛋模板二	02-29879587	2019-12-20 週三	第二配

收合 ^

品號	品項	單位	單價	最低訂量	最大量
ABCD1234	牛肉起士堡	箱	30	1	99

總統科技股份有限公司
PRESIDENT TECHNOLOGY CORP.

1 套餐設定 ————— 2 調味 ————— 3 特殊群組 ————— 4 屬性

商品主檔 / 新增

商品與履歷

商品代號	請輸入	商品名稱	請輸入
商品簡稱	請輸入	單位	請選擇
關連商品 料號	請選擇	分析料號	請選擇
商品類別	請選擇	可否招待	<input checked="" type="checkbox"/> 可招待

是否含稅	<input checked="" type="checkbox"/> 是	稅率	5.0
是否銷售 異動庫存	<input checked="" type="checkbox"/> 是	是否退貨 異動庫存	<input checked="" type="checkbox"/> 是
屬性	銷售	熱門商品	120
結束時間	請選擇	結束時間	請選擇
參考成本	0.00	參考PSD	0.00

Additional Skills

Since high school, I Performed more than 100 events, I was the leader over 50. And had to negotiate with my co-workers from different backgrounds.



Thanks for your time !

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