

# PEI-YU HUANG

黃珮羽

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黃珮羽 / Pei-Yu Huang

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Xindian Dist., Taipei

## About Me

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### 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）, 2009-2018

### 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

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## 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

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## 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

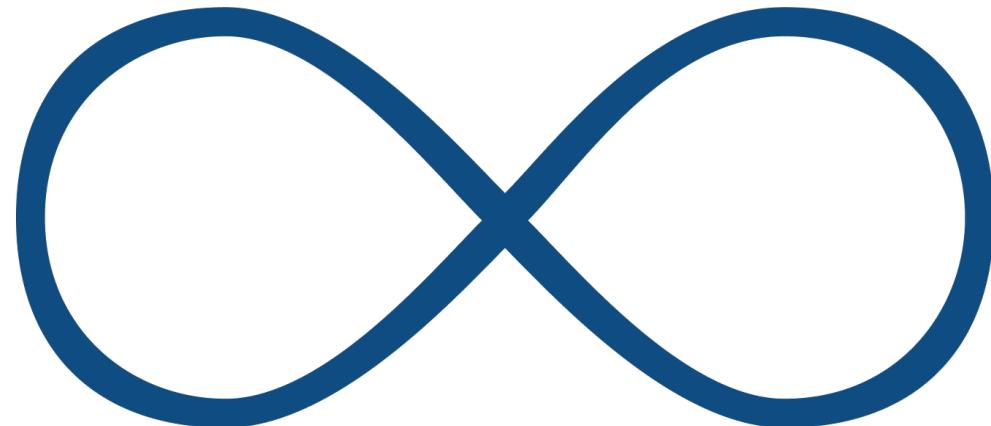
Scheduling, Task  
Management, Keep on  
Top of Progress.

## Research

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

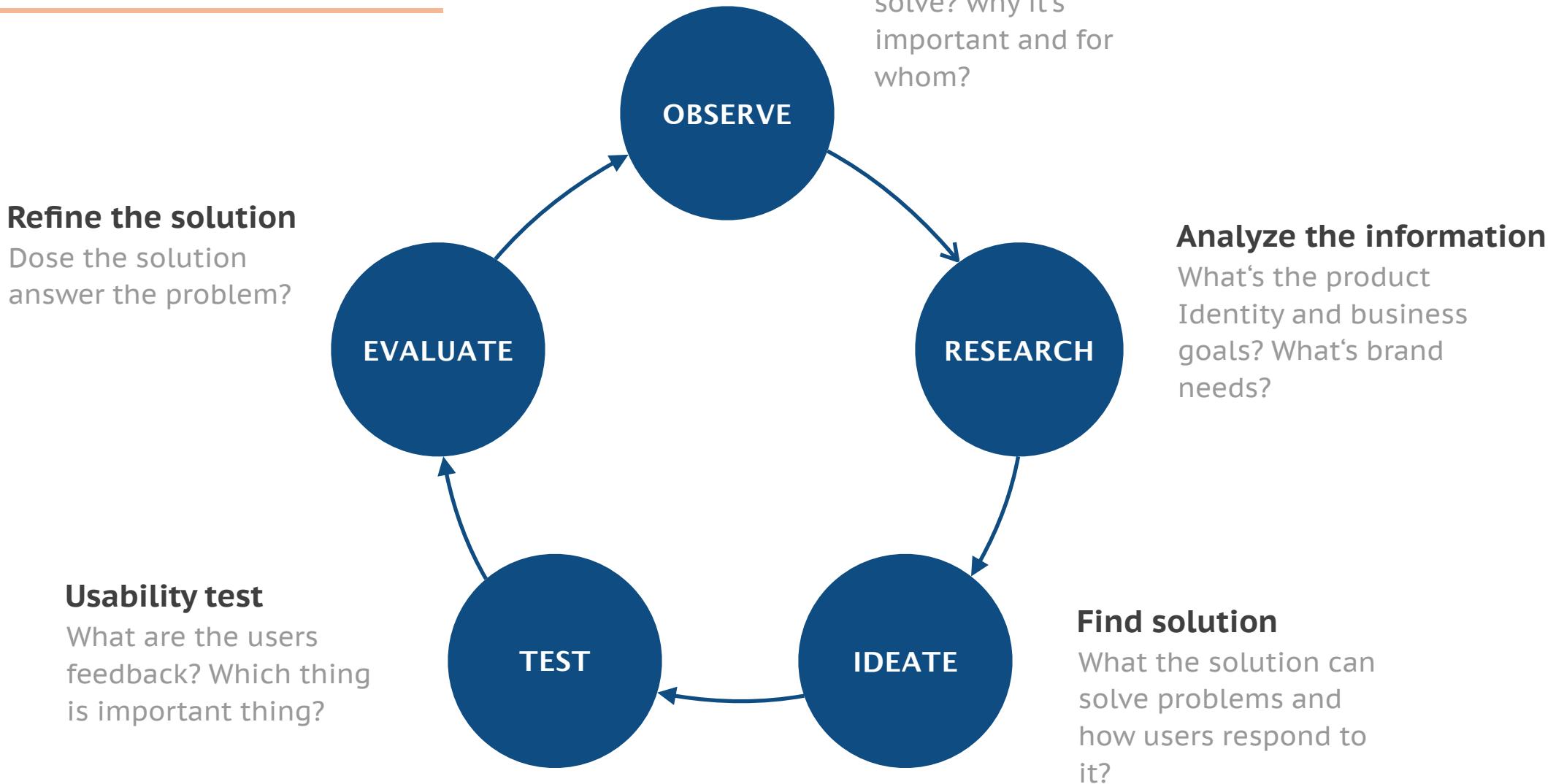
## UI Design Tools

Sketch, Figma, Zeplin,  
Axure RP



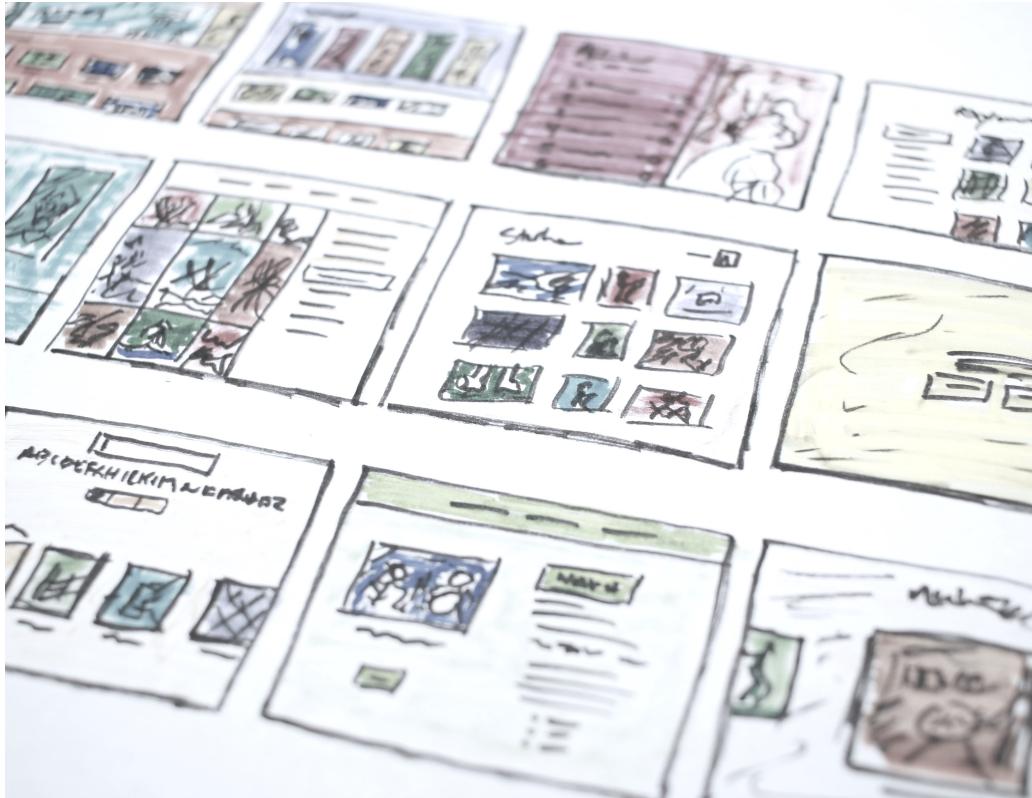
# Design Process

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ABOUT

# UX / UI Design





# Cathay-life CRM system

2019

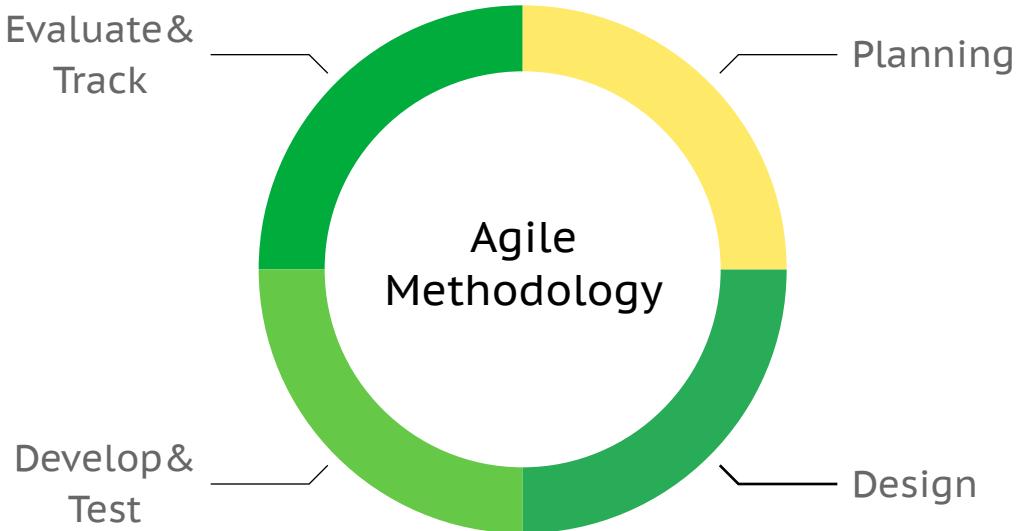


The screenshot displays the CathayCRM website interface. At the top, there's a navigation bar with links for '首頁', '新增客戶', '群組管理', '條件篩選', '名單專區', '保單健檢', and '建議書'. A search bar is located above a news feed section. The news feed shows several items with dates and titles, such as '【保障影片-愛的選擇題】行銷工具底加!' and '【開戶】Q4獎勵-九宮格新增第二項指標！'. Below the news feed is a '近期動態' (Recent Activity) section with five categories: '近三日生日客戶 (2位)', '一週內繳費 (21件)', '一週拜訪 (10位)', '新契約 (2位)', and '理赔文件 (5位)'.

# ABOUT

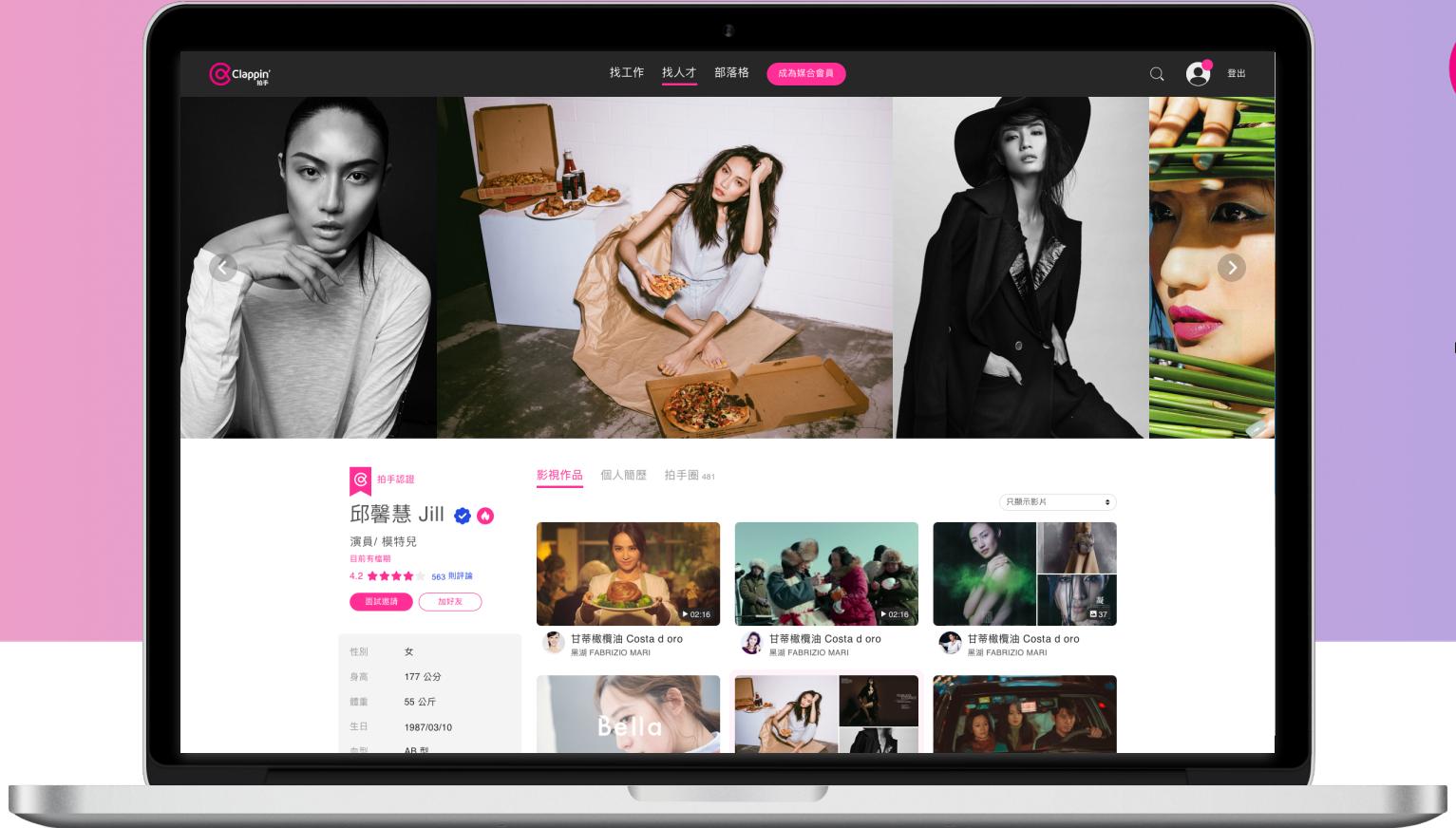
This product development using Agile Methodology.

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.



The image displays two mobile phone sketches of the CathayCRM application interface. The top phone screen shows a dashboard with a sidebar containing categories such as '新增客戶' (New Client), '群組管理' (Group Management), '條件篩選' (Condition Filter), '名單專區' (List Zone), '保單健檢' (Policy Health Check), '建議書' (Recommendation Letter), and '主管專區' (Manager Special Zone). The main area features a '最新上架' (Newly Launched) section and a '行銷名單 TOP 10' (Marketing List Top 10) table with three entries: '精準行銷/High客名單/名單1', '精準行銷/High客名單/名單2', and '精準行銷/High客名單/名單3'. The bottom phone screen shows a detailed customer profile for '陳怡君' (Chen Yikun). The profile includes basic information like name, gender, ID, and address, along with tabs for '個人資料' (Personal Information), '家庭關係' (Family Relations), '記錄簿' (Record Book), '保單資訊' (Policy Information), '服務歷程' (Service History), '申辦進度' (Application Status), and '房貸資訊' (Mortgage Information). Below the profile, there are sections for '聯絡資訊(公司提供)' (Contact Information (Company Provided)) and '商機專區' (Opportunity Special Zone), which includes buttons for '未買投資型客戶' (Unbought Investment Type Client) and '差額升等VIP' (Differential Upgrade to VIP).

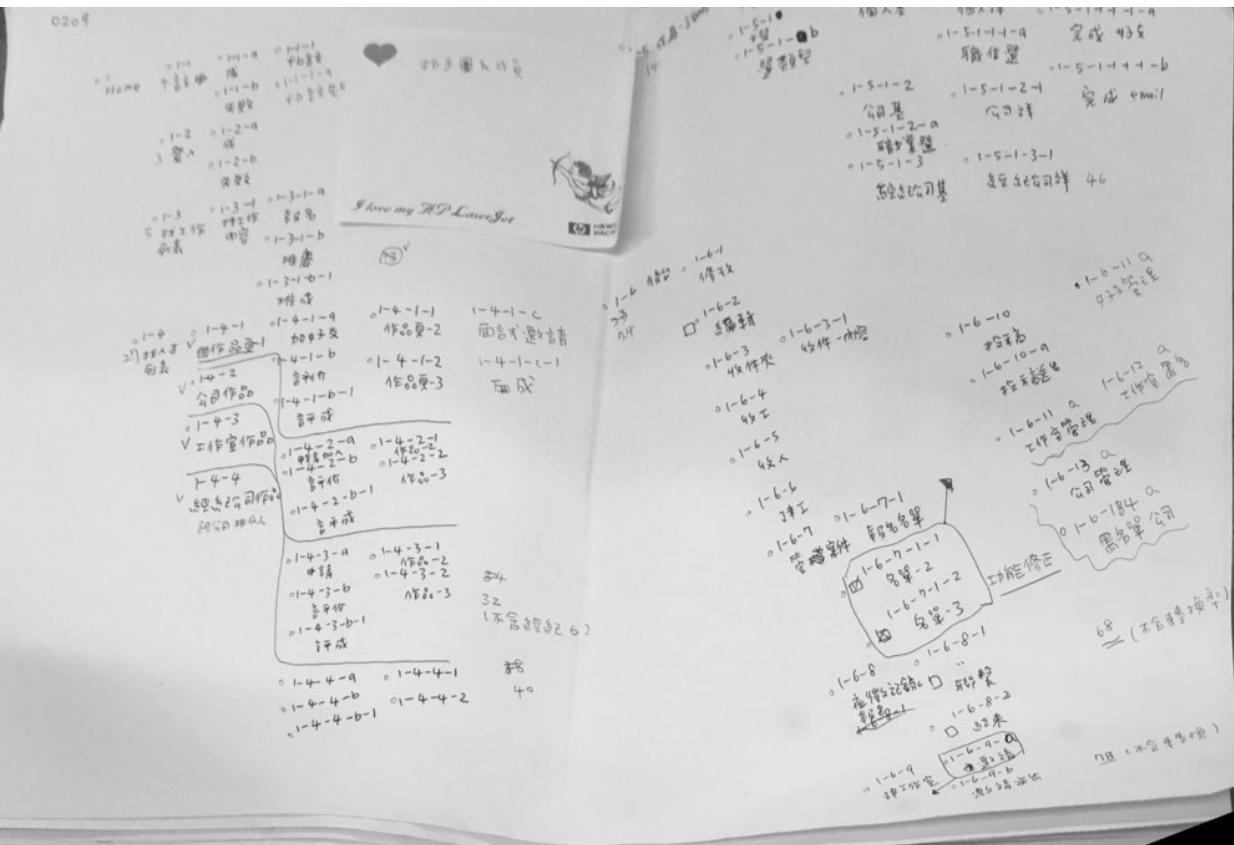
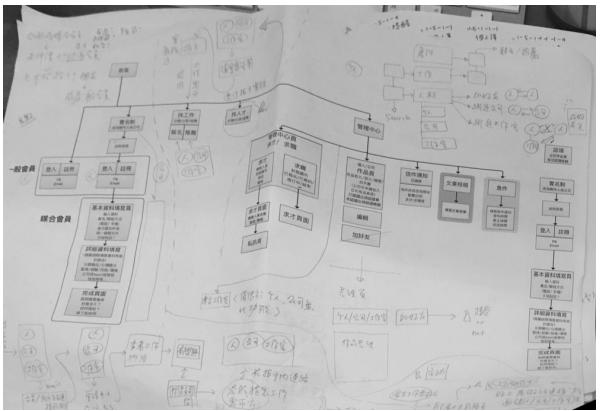
- Centralizes all your customer data
- Recommended target list
- Manager system



# Find your dream job

2018

# Design Thinking



# Wireframes

The diagram illustrates a wireframe for a web application. It consists of three main horizontal sections: a sidebar on the left, a central content area, and a footer at the bottom.

**Left Sidebar:** Contains a dark header with the word "TRADE" and a "Sign Up" button. Below this is a large black rectangular area with placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit". Underneath is a light gray area containing three rows of feature lists, each row with a "Feature" title and three options (e.g., "Feature 1: Option1 Option2").

**Central Content Area:** Contains a dark header with "TRADE", three navigation links ("Link 1", "Link 2", "Link 3"), and a "CTA" button. Below the header is a "Ready to get started?" section with placeholder text. Further down is a search bar and a list of three items, each labeled "Feature that is amazing" with a placeholder image and author information: "Maria Lopez, VP of Design at Meshery".

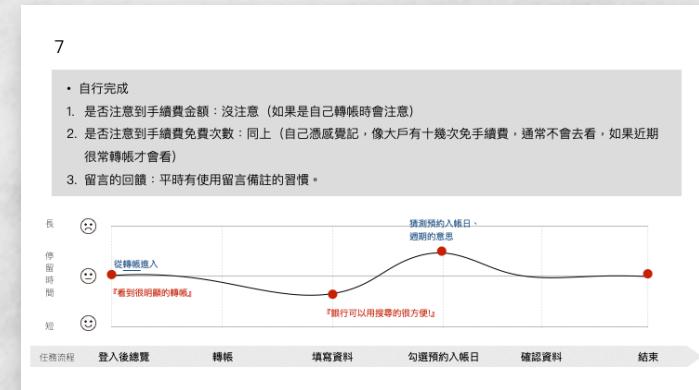
**Footer:** Contains a dark header with "TRADE", three navigation links ("Link 1", "Link 2", "Link 3"), and a "CTA" button. The background of this section features a large vertical gradient from dark purple to light purple, with three small black geometric shapes (a square, a circle, and a diamond) positioned at the bottom.

# Usability Testing



2020

E. 網路銀行：繳信用卡費結果 資訊排序		任務四_繳卡費（最低應繳/本期應繳/自訂額度																							
<p><b>規範清晰度 / 狀態回饋</b></p> <p><b>「繳卡費結果」頁面資訊清晰。</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2"></th> <th>用戶排序</th> <th>畫面排序</th> </tr> </thead> <tbody> <tr> <td rowspan="2">帳戶</td> <td>1</td> <td>我的帳號</td> <td>我的帳號</td> </tr> <tr> <td>2</td> <td>繳交卡號</td> <td>繳交卡號</td> </tr> <tr> <td rowspan="2">金額</td> <td>3</td> <td>帳戶餘額</td> <td>繳費金額</td> </tr> <tr> <td>4</td> <td>繳費金額</td> <td>帳戶餘額</td> </tr> <tr> <td rowspan="2">其他</td> <td>5</td> <td>交易日期</td> <td>交易日期</td> </tr> </tbody> </table> <p>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。</p> <p>可將資訊相關資訊群組，以降低用戶閱讀心智負荷量。</p> <p>帳戶 我的帳號：0000123456789 繳交卡號：0123 4563 5876 9888</p> <p>金額 帳戶餘額：80,000 繳費金額：2000</p> <p>其他 交易日期：2020/04/07</p>						用戶排序	畫面排序	帳戶	1	我的帳號	我的帳號	2	繳交卡號	繳交卡號	金額	3	帳戶餘額	繳費金額	4	繳費金額	帳戶餘額	其他	5	交易日期	交易日期
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	4	繳費金額	帳戶餘額																						
其他	5	交易日期	交易日期																						

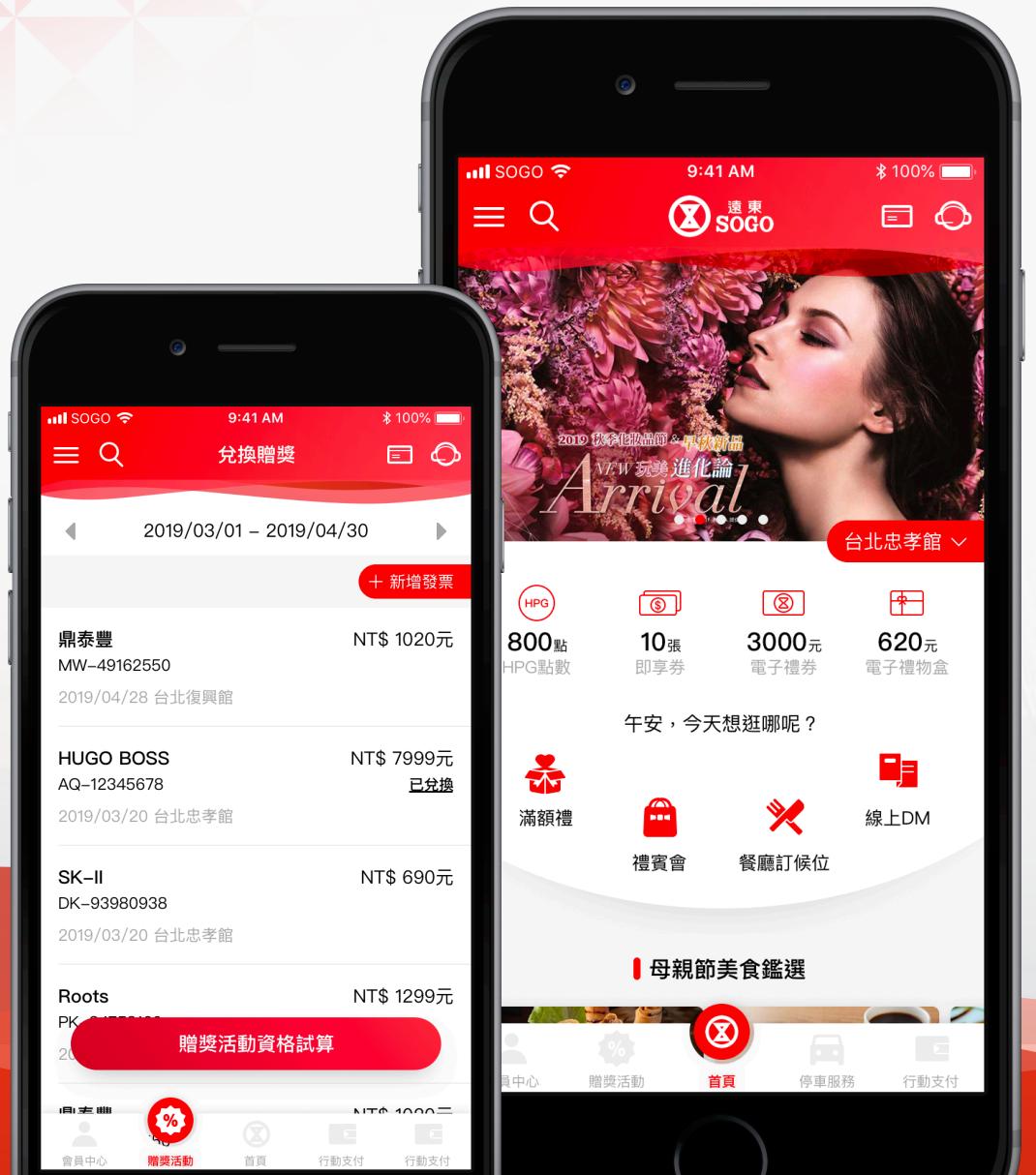


# Task Analysis

# User Journey Map

# Usability Evaluation

評估框架						
評估指標	1	2	3	4	5	6
	視覺清晰度	文素清晰度	使用效率	導覽指引可控性	普遍可用性	狀態回饋能見度
意涵	字體大小易讀性	用字精確	操作效率	回首頁指引	各年齡、障礙、技術背景、皆可理解	狀態可清楚顯示
	前景背景配色 注目度	清楚扼要	閱讀效率	目的地導覽	各年齡、障礙、技術背景、皆滿足需求	錯誤可說明指引
	資訊編排 與設計	說明完整		操作前提示		中斷時可解釋狀況

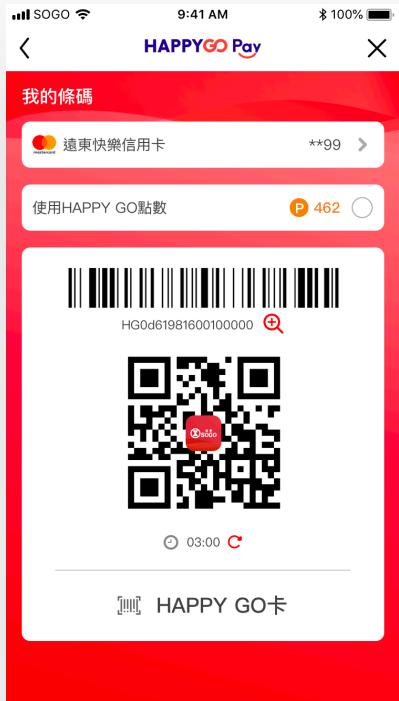


# For A Convenient Shopping Experience

2019



## Mobile payment



## Smart Parking System



## Reservation system



## Offer information

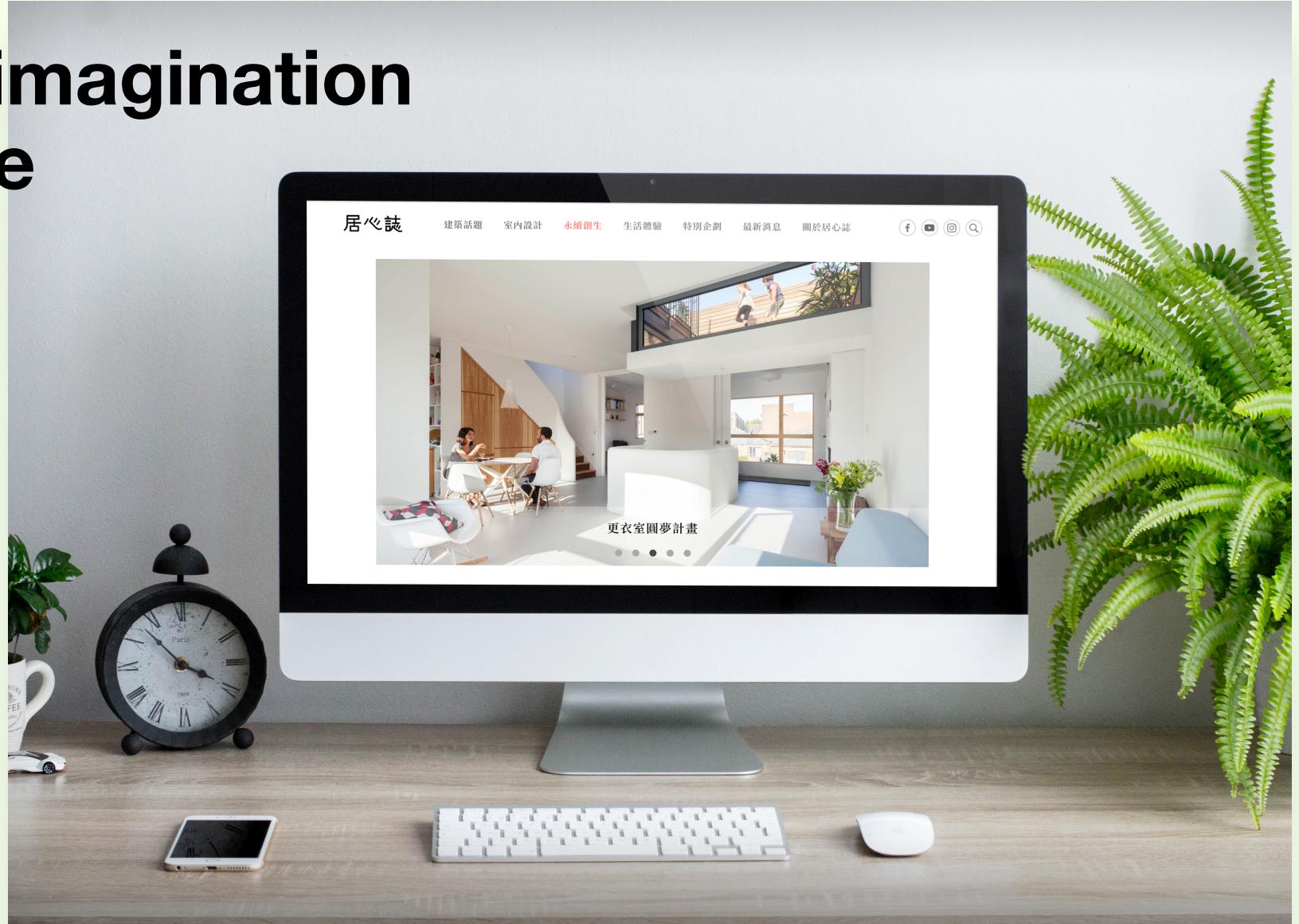


居心誌

open your imagination  
about home

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2019





# Update your business

2020

返回

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

PTC 統智科技股份有限公司  
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  是 稅率 5.0

是否銷售  
異動庫存  是 是否退貨  
異動庫存  是

屬性 銷售 熱門商品 價格 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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