

Peggy Chiang

Product designer with 5+ years in B2B and B2C, specializing in UI/UX design and data-driven applications. Expert in creating user-centric experiences and engaging interfaces. Focused on aligning design with business success.

EXPERIENCE

Sr. UX/UI Designer | 4Gamers

Taipei, Taiwan

Chat and News Feeds Platforms

Sep 2020 - Mar 2022

- Led the design of gamification mechanics, resulting in a **membership growth from 10,000 to 70,000+**.
- Conducted stakeholder interviews, driving strategic website revisions and **boosting user engagement by 50%**.
- Created and executed a design system from scratch, ensuring consistency across the platform.
- Implemented features that reduce user friction on the platform, **contributing to a 20% increase** in website page views.

Sr. UX/UI Designer | Octen

Taipei, Taiwan

B2B communication system, Educate Platforms

May 2019 - Jun 2020

- **Achieved 80% user satisfaction** by collaborating with stakeholders and departments to enhance usability and user experience.
- Worked with Product Managers with wireframes and user research for optimal information architecture.
- Developed and maintained a comprehensive design system, including patterns, guidelines, and detailed design specifications for engineering partners, **reducing development time by 20%**.

UX/UI Designer | Softall

Taipei, Taiwan

Gaming Platforms (Backend Platforms)

July 2018 - Dec 2018

- Spearheaded a website redesign, conducting prototyping and testing, **resulting in a 20% increase in internal usage**.
- Established a brand new corporate image and fostered trust between the corporate image and the enterprise.
- Created comprehensive end-to-end user flows and models for design validation with stakeholders and users.

Web Designer | Singho

Taipei, Taiwan

Design Agency, Event, Mobile app, Web

May 2015 - May 2018

- Designed event websites, corporate websites, and engaging banners to **boost 10% of click-through rates**.
- Developed mobile and tablet UI/UX designs, enhancing retention rates and user experience across multiple touch points and channels.

[Peggy's Portfolio](#)

q375ml@gmail.com

[Peggy's LinkedIn](#)

EDUCATION

- Tamwood Careers College
UX design
Nov 2022 - Oct 2023
- Southern Taiwan University of Technology
Department of Multimedia and Game Development Sciences
Jun 2004 - Jun 2008

LANGUAGE

- English Professional working
- Mandarin Chinese Native

TOOLS

Figma

Adobe CC

Webflow

Wordpress

CODING

HTML / CSS / SEO

SCSS

Bootstrap

EXPERTISE

User Research

Design Iteration

Flow Chart

Wireframe

Comparative Analysis

Prototyping

Usability Testing

Journey Mapping

A/B Testing

Interaction Design