Peiying Chien

UX/UI&Web Designer

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Specialized in responsive design, problem-solving, usability testing, and interaction design, with experience driving cross-functional collaboration, managing design projects, and contributing to the improvement of digital products.

Work Experiences

Roots   **UX Design Intern | March 2025 - April 2025**

- Applied UX methodologies and l everaged user analytics to analyze user behavior in the review section.
- Partnered closely with the senior designer and project manager to communicate visual design concepts clearly, enabling faster decision-making and improving visual design in fashion industries.
- Executed data-driven research to identify solutions for the review section. Iterated continuously based on user feedback, analytics, and usability testing, resulting in an increase in user satisfaction, ensuring alignment with user needs and business goals.
- Created wireframes and high-fidelity prototypes using Figma, applying established design patterns to solve the problems, collaborating closely with cross functional team and engineers to align on requirements.

New Pioneer Travel   **UX/UI Designer | Jun 2024 - Aug 2024**

- Designed a customer-centric travel booking platform, creating high-fidelity interactive prototypes using Figma to demonstrate user interactions with accessibility in mind. Defined microinteractions, decreasing reservation time.
- Spearheaded UI/UX design using Figma for landing page, creating wireframes and interactive prototypes that streamlined user flows and cross-functional collaboration, resulting in 10% faster design approvals.
- Led designs of multiple projects, applying front-end skills and UI principles to create high-fidelity prototypes and streamline user flows—resulting in reducing user abandonment and improved engagement.

Relevent Projects

Furniture Ecommerce app   **Nov 2024 - Dec 2024**

- Intergrated onboarding flow using design thinking and user feedback, refining interaction design and ensuring brand consistency—leading to boost in engagement and faster task completion.
- Improved checkout flow and reduced task time by using Figma to deliver mockups, and components.
- Conducted usability and user testing to iterate on designs, increasing in user satisfaction by 10% and a more intuitive user experience.

ArtTeam Lab Web Design   **Sep 2024 - Dec 2024**

- Contributed and prototyped a responsive website after conducting user interviews with artists to identify space-renting pain points.
- Implemented organizational skills, qualitative research, and understood user needs from analytical insight, user testing, contributing to an increase in engaging user experience.
- Ensured organizational structure to ensure website consistency and reduce time spent in use of Figma, prototyping, responsive components.

Education

Humber Polytechnic | Sep 2023 - May 2025

College Diploma

Multimedia Design and Development

GPA: 90

Honors: Dean's List (Fall 2023, Winter 2024, Fall 2024)

UX Design Institute | Feb 2021 - Jan 2022

Professional Diploma in UX

Final Score: 83%

Skills

Figma   **Adobe Suites**   **Jira**   **CSS**   **HTML**   **JavaScript**