Peiying Chien
UX/UI Designer

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My experience includes over three years of in-depth study and practical application in UX/UI design, with a focus on solving user needs and creating seamless, pain-free digital products.

Work Experience

Freelancer
P-Design-Studio

Jan 2024 - Present

Exhibited motivated behavior with clients to create digital solutions, from websites and mobile apps to logos and branding. Focusing on understanding their vision and delivering user-friendly designs on time.

- Demonstrate the visual design to meet clients' needs such as colours, fonts, and visuals that align with their brand.
- Strongly deadline driven and complete tasks with regular check-ins to keep clients updated.

UX/UI Designer
New Pioneer Travel

Jun 2024 - Aug 2024

Developed a travel booking platform aimed at enhancing customer service in the ticket booking process, which led to a 25% reduction in booking time. Additionally, designed responsive interfaces for both desktop and mobile.

- Collaborated closely with marketing and cross-functional team to refine the design and improve user experience.
- Applied innovative design with flight information and an intuitive payment process throughout the social impact.

Projects

Furniture E-commerce app

Oct 2024 - Dec 2024

Designed a 3D interactive furniture app to help users visualize and purchase furniture in their own spaces.

- Reduced shipping service selection time by 10% through usability testing, improving user efficiency.
- Used strong communication skills to collaborate in the team-oriented mindset, overcoming attention to detail in the app's payment process to meet project requirements and deadlines, and prototype testing.

ArtTeam- Lab website

Sep 2024 - Dec 2024

launched a responsive website to enable artists to connect, rent affordable creative spaces, and network, fostering collaboration and community within the emerging technologies.

- Conducted research to understand user needs from analytical insight, committed focus on usability standards.
- Implemented the studio registration form, enabling users to explore studios and simplify the web page.
- Created a design system to ensure website consistency and reduce time spent on visual design setup

Core Skills

User Research, Figma, Adobe Suites, User Interface Design

Education

Humber Polytechnic

Jan 2023 - Dec 2025

Multimedia Design and Development

UX Design Institute

Feb 2021 - Jan 2022

Diploma User Experience design