

Peiying Chien

pj5581766@gmail.com
http://www.pei-desi-uni.com

Web Designer

Having more than 2+ years of experience in UX/UI Design, helping to improve user experiences. With a background in Multimedia design and development, and expertise in mockup prototyping, branding, and video editing. Seeking to contribute to a collaborative design team.

WORK EXPERIENCE

Freelancer

Designer | Sep 2022– Present

- Create video content, graphic designs, and UX/UI interfaces, ensuring on-time delivery while aligning each project with the client's brand and user needs.
- Demonstrate time management and communication skills while managing multiple projects.
- Develop brand guidelines ensuring user-friendliness, accessibility, and alignment with business objectives through layout, colour, and typeface.

Roots

UX Design Intern | March 2025- April 2025

- Conducted user research and usability testing that led to a 15% improvement in user satisfaction.
- Translated research insights into actionable design improvements, reducing user issue reports.
- Supported e-commerce team in maintaining consistent and UX patterns to increase engagement.
- Facilitated discovery sessions with teams to define problem statements, analyze usability issues, and prioritize research findings by impact and urgency

New Pioneer Travel

Web&UX/UI Designer | Jun 2024 - Aug 2024

- Collaborated with marketing and engineering teams to align designs with user need by creating landing pages, banners, wireframes, prototypes, and high-fidelity mockups to visually communicate design concepts through digital devices.
- Conducted usability testing, A/B tests on responsive travel booking interfaces, analyzing user behaviour to enhance user experience and increase engagement.
- Created high-fidelity prototypes informed by qualitative research insights, improving design consistency.

NON-PROFIT PROJECTS

BMHCC

Project Lead | Mar 2025 - Present

- Led a cross-functional team to define project goals, gather business requirements, and refine videography through creative process.
- Gathered qualitative feedback from team members to specific direction and ensure final video content aligned with organizational objectives.
- Organized meetings and review sessions to identify promotional content up-to-date, prioritize improvements, and ensure the final deliverable for promoting in social media.

ACADEMIC HISTORY

Humber Polytechnic | Sep 2023 - May 2025

College Diploma with Honors

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

Level: Certificate

Skills

Figma Adobe Creative Suites After effect CSS HTML Illustrator Photoshop coding