



PETER CHANG

Product Designer

EXPERIENCE

Senior Product Designer – Snapask

Apr 2020 – Present Taipei, Taiwan

- Design the logic and UI that allows advertisers to target their users' interests and drive a higher purchase conversion rate by an average of 300%.
- Increase monthly average visit duration by 65% through redesigning the experience of visiting sofasoda site.
- Work cross-functionally to design web and app products, incorporating research and user testing.

Freelance UI/UX Designer – Cutaway

Dec 2019 – Dec 2020 Taipei, Taiwan

- Redesign the discover and order experience for the app. It currently sits at a 4.2 average rating in the App Store after launching the new version.
- Handle the E-commerce website redesign by collecting data and user feedback.

Contract Product Designer – Magna Filis Ventures LLC

Sep 2019 – Feb 2020 San Francisco, CA

- Work on a contract project with the team to design the B2C CRM system for a new business line from conduct need-finding, creating IA map, content strategy to mockups.
- Led initiatives to define the design system and brand guidelines to increase UI consistency and boost work efficiency with engineers.

Product Designer – SUPERTEAM, Inc.

Jan 2019 – Aug 2019 San Francisco, CA

- Work closely with the team and clients to design outstanding and user-friendly applications.
- Improve application efficiency by doing target research and user testing.
- Take responsibility for designing multiple projects simultaneously by self-management.

PORTFOLIO

peterchangsite.com

CONTACT

peter510187@gmail.com

LOCATION

Taipei, Taiwan

SKILLS

UX Design
UI Design
Web Design
User Research
Wireframing
Usability Testing
Prototyping

TOOLS

Adobe Creative Suite
Figma
Sketch
Zeplin
Framer
Webflow
Overflow
Miro

CODING

HTML & CSS
Javascript
jQuery
C#
SQL

UX Design Intern – Logitech

Jun 2018 – Aug 2018 Hsinchu City, Taiwan

- Responsible for marketing research, product solutions, and usability testing. Delivered accomplishments that directly impacted results.
- Work with designers, project managers, and engineers to drive projects forward with a passion for creative and effective design.
- Presented works to managers and received feedback to iterate on.

Software Engineer – ACTi Corporation

Aug 2015 – Dec 2015 Taipei, Taiwan

- Work collaboratively with engineers and sales to build up cloud-ready solutions for client needs in an efficient way.
- Handle Responsive Web Design (RWD) for websites to demonstrate valuable visual elements.

EDUCATION

Web Design & New Media, MA

2017 – 2018 San Francisco, CA

Academy of Art University

Information Management, BBA

2010 – 2014 Taipei, Taiwan

Tamkang University

HONORS & AWARDS

Selected of UX Collective:
50 Essential UX Portfolio,
2019

Excellent Work of
International ICT Innovative
Services Awards, 2013

Second Place of
Information Management
Contest of Tamkang
University, 2013

LANGUAGE

Mandarin Chinese (Native)
English (Professional)
Japanese (Elementary)