

Pei-Ni (Penny) Chiang

UX & Product Designer

penny-chiang.com

pechia@iu.edu

(812) 391-1885

WORK EXPERIENCE

Product Designer | Good Deeds

Remote (NY) / Jun 2020 - Present

Lead the design for a new mobile app (iOS & Android) enabling consumers to easily earn cashback and support nonprofits.

Establish the dashboard design framework to provide data insights for nonprofit and brand partners and build a UI component library for more efficient design handoff and visual consistency.

Collaborate closely with product managers, developers, and marketing director and conduct marketing and UX research to build and iterate on the MVP. Design materials for brand/nonprofit partnership, marketing and customer support team.

User Experience Design Intern | Google

Kirkland, WA / May 2019 - Aug 2019

Designed a new feature for Google Duo to help users stay connected with groups. Created high-fidelity prototypes, assisted with usability tests and made suggestions on relevant features.

Incorporated and addressed feedback from the cross-functional team. Worked closely with PM and engineers on implementation.

Research Assistant | ProHealth Lab @ Indiana University

Bloomington, IN / Jan 2019 - May 2019

Investigate how dietitians review food photos and develop recommendations to design eating behavior pattern-recognition algorithms that better supports expert assessment.

Studied how families across distance share everyday healthy eating practices through technology. Conducted pilot studies, interviews, and competitive analysis to identify unsatisfied user needs.

Product Intern | Shoptline

Taipei, Taiwan / Oct 2017 - Jan 2018

Worked in a cross-functional team launching new feature for Shoptline's e-commerce platform that serves 15,0000+ brands.

Analyzed user feedback, did competitive analysis, and communicated with the customer success, engineering, QA and design teams to prioritise and ensure features and tasks were developed as expected.

EDUCATION

MS Human-Computer Interaction Design

Indiana University Bloomington
Aug 2018 - May 2020

BA Library and Information Science

National Taiwan University
Sep 2014 - Jun 2018

SKILLS

Tools

Figma

Sketch

InVision

Adobe XD

Axure

Origami

Flinto

Illustrator

Photoshop

Indesign

Research

Interview

Survey

Contextual Inquiry

Observational Study

Affinity Diagram

Diary Study

Usability Testing

Heuristic Evaluation

Ethnography

Persona

Design

Co-design

Storyboarding

Information Architecture

Wireframing

Rapid Prototyping

Customer Journey Map

Interaction Design