

Amelie (Yu-chen) Peng

Product (UI/UX) Designer

Contact

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ABOUT ME

I'm a designer from Taipei, Taiwan with 8 years experience in web design, and another 9 years experience in UI/UX design for web apps and mobile devices.

Now I'm working as a product (UI/UX) designer in Tokyo, Japan. Although I'm an individual contributor now, I have leadership and management skills in design team for over than 8 years.

With optimistic, positive and studious mind, I'm passionate about user-centered and interaction design for the better user experience.

Please go further to know more about me and don't hesitate to contact me :)

EDUCATION

- Comprehensive Japanese Language
The Naganuma School Tokyo, Japan
- Public Relations
Shih Hsin University B.A. Taipei, Taiwan

RELEVANT COURSEWORK

- Innovation Through Design: Think, Make, Break, Repeat by The University of Sydney
- jQuery
- Business Mode Innovation
- Responsive Web Design
- Human-Computer Interaction by Stanford University
- HTML5 Applied Development - Build UI Front-end with JavaScript
- HTML5 & CSS3
- Mobile App Optimization UX Design
- Multimedia design lessons in Gjun Computer School

DESIGN SKILLS

Toolkits

Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Sketch
AxureRP
WordPress
ProtoPie

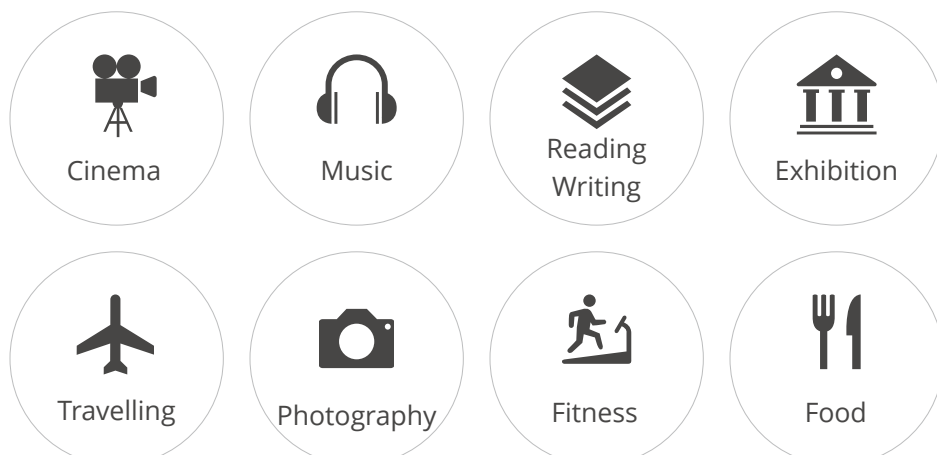
Skills

HTML & CSS
Responsive Web Design
Javascript & jQuery
Prototyping
Logo Design
Icon Design

LANGUAGE SKILLS



HOBBIES & INTERESTS



WORK EXPERIENCE

- KINTO Corp. / KINTO Technologies** Tokyo, Japan
UI/UX Designer Apr. 2020 - Present
 - Created user flows, wireframes, mockups and prototypes for Japan and global KINTO business.
 - Designed creative concepts for KINTO Japan, including mobile apps and websites (to C).
 - Designed system management websites for Japan and global KINTO business (to B).
 - Created CI for Japan and global KINTO business.
 - Project**
 - KINTO JP Used-car Service Site (Starting from Aug. 2021)
Made competitive analysis, designed UI of car rental service website
 - Global KINTO ID Platform (Starting from Nov. 2020)
For merging different user pools of different country's KINTO services.
 - Global KINTO Lease Program (Starting from Oct. 2020)
Lease Micro service system frontend websites
 - Global KINTO Coupon System Program (Starting from Oct. 2020)
SAAS front-end websites for global KINTO service
- Wyingo Corp.** Tokyo, Japan
Design Team Lead Jun. 2018 - Mar. 2020
 - Led 3 team members.
 - Managed project schedule.
 - Mentored designers.
 - Designed creative concepts for mobile apps, websites, developed the overall layout and production design for advertisements, brochures and leaflets, etc.
 - Project**
anello, Steamcream, Etvos, ceruru. b, ShopJapan, Hakuichi, Re'au and KINCHO, etc.
- D-Link Corp.** Taipei, Taiwan
Senior Product (UI/UX) Designer Jul. 2015 - Mar. 2017
 - Created satisfying and compelling experience for users of mobile device apps, including iOS, Android and Windows OS.
 - Created Persona, user flows, wireframes, mockups and prototypes.
 - Created UI SPEC for mobile device apps.
 - Participated in creating new products in Agile development.
 - Project**
 - mydlink Unified App (Starting from Apr. 2016)
New app project combine mydlink Lite with Komfy (a device service app of D-Link)
 - Komfy Gen2 (Dec. 2015 - Feb.2016)
Developed Voice Control function for Komfy device system
 - mydlink Lite App (Starting from Jul. 2015)
Main app supplying remote and cloud services of D-Link
- Spring House Entertainment Tech. Inc.** Taipei, Taiwan
UI/UX Design Supervisor Aug. 2008 - Mar. 2015
 - Led 4 team members.
 - Managed projects of emome, a website of CHT, which is the biggest telecom company in Taiwan.
 - Directed design works of design team.
 - Designed smartphone and tablet user interface, including iOS and Android OS.
 - Project**
 - KiDoWi (Jan. 2009 - Jul. 2010)
The first location based service mobile app in Taiwan
 - Taipei International Flora Exposition (Nov. 2008 - Nov. 2010)
The official mobile app of Taipei International Flora Exposition
 - Hami Value-Added Services (Oct. 2008 - Feb. 2015)
Main mobile value-added services of Chunghwa Telecom, the largest telecommunications company in Taiwan
 - Hami Book (Sep. 2009 - Feb. 2015)
The first E-book app in Taiwan
- HotelWorld.Com** Taipei, Taiwan
Web Designer Jan. 2008 - Aug. 2008
 - Designed websites, event sites and ad banners for Taiwan online hotel service, including HTML and Flash versions.
- KEHCH** Taipei, Taiwan
Senior Designer / Project Manager May 2006 - Jan. 2008
 - Led 6 team members.
 - Managed project schedule.
 - Directed design works.
 - Designed creative concepts, including websites and event sites etc.
 - Project**
 - 2006 Taipei Christmas (2006)
Led the Taipei City annual event website and got the 8th session of the Click Awards.
- Condé Nast Interculture Group Taiwan** Taipei, Taiwan
Visual Designer May 2004 - May 2006
 - Designed websites, event sites and ad banners about famous fashion and cosmetic brands, including HTML and Flash versions.
 - Project**
CHANEL, ANNA SUI, LANCOME, ESTEE LAUDER, KANEBO, Mentholatum, Philips, SIEMENS, MOTOROLA, etc.
- Freelancer** Taipei, Taiwan
Web & Graphic Designer / Project Planner Sep. 2002 - Apr. 2004
 - Designed websites, event sites, including HTML and Flash versions for clients.
 - Designed business cards, leaflets and brochures for clients.
 - Planned projects, defined website structure and made project schedule.
- Spring House Entertainment Tech. Inc.** Taipei, Taiwan
Digital Designer Oct. 2000 - Aug. 2002
 - Designed websites and event sites, including HTML and Flash versions.
 - Project**
 - 903 Club (Apr. 2001 - Aug. 2002)
Flash animation website
 - Fladeo Gallery (Sep. 2000 - Aug. 2002)
Flash and video creative website
 - 175° Colorblindness (Oct. 2000 - Aug. 2002)
Flash web movie website
 - Bad Guys (Sep. 2002 - Aug. 2002)
Flash animation website associated with Japanese animation studio Sunrise Inc.