

Chia-Yu (Peggy) Hu

UX Designer
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Experience

UX Designer • UT Austin of Design school • Part-Time • February 2022 – Current

Built fully interactive walking tour prototype for Belfast City Council to enhance visitor experience. Prototype was well-received and is now in implementation phase, expected to launch in 2025.

Product Designer • Dealerware • Intern • January 2023 - May 2023

Optimized dealership car management through the delivery of a turnaround time feature and rental-specific time selector MVP, achieving an **80%** satisfaction rate in user testing with wireframes, prototypes, and high-fidelity designs.

Developed a design system aimed at providing internal stakeholders with consistent design tools and guidelines.

UX Designer • CDK Global • Intern • June 2022 - August 2022

Designed API & Apps marketplace and created metric dashboard for streamlined Apps & APIs management, achieving over **85%** satisfaction rate among testers.

Moderated generative and evaluative interviews with **6** developers and **1** product manager to identify potential design opportunities and understand current user needs.

UX Specialist • UT Austin • Part-Time • September 2022 - April 2023

Conducted accessibility evaluation of university website using assistive technologies and WCAG criteria. Identified issues and provided recommendations aligned to standards.

Synthesized stakeholder insights into **5** user personas and moderated card sorting with **8** participants to inform IA for university intranet redesign.

UX Specialist • LINE • Full-Time • July 2016 - June 2020

Revamped news app for **23 million** users with cross-functional teams. Integrated front-end and content management system through A/B testing, increasing page views by **20%** and reducing operation time.

Designed recommendation feature to boost users' daily engagement by delivering horoscope content, resulting in a **200%** increase in page views.

Managed project development of a content system that enabled small business partners to upload their content, resulting in over **500** video uploads.

Education

M.S in Information Science (UX) • University of Texas at Austin • August 2021 - May 2023

Course: Human AI Interaction, Data Wrangling, Inclusive Design for Accessible Technology, Information Architecture

B.A in Business • National Cheng Kung University • September 2008 - June 2012

Skills

Design

Content Design
Design System
Interaction Design
Product Design
Rapid Prototyping

Research

A/B Testing
Affinity Diagram
Competitive Analysis
Survey & Interview
Usability Testing

Tools

Figma
Google Analytics
HTML/CSS
Tableau
Jira