Salie Chien

UX/ Product designer saliejung.com

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Experience

Product Designer Agoda Services Co.

Jun 2019 - Present • Bangkok

Leading the web experience in the part of the hotel booking process for Agoda Accommodations. Proposing product roadmap based on data analysis and UX research. Managing stakeholder relationships.

Led the app experience of Agoda Flights for 1.5 years. Worked on Product Marketing, which includes pricing strategy, the campaign generated flows, and SEO. Collaborated with the design system team to create new components with the comprehensive guideline.

UX Designer & Writier Freelance

Jun 2016 - Present • Remote

Collaborated with developers and product managers. Worked with multiple companies and online media outlets on web design and advertorial. Clients have included Appier, Acer and SMEs.

Web Designer Tenten Digital Agency

Jun 2016 - Jul 2018 • Taipei

Directed and designed web experiences on several projects focusing on e-commerce and digital branding. Clients from the global furniture company, local jewelry company to the industrial industry. Initiated to build an online movie community from scratch.

Social Media Editor Fusion Medium Inc.

Feb 2014 - May 2016 • Taipei

Reorganized the content marketing strategy of VidaOrange.com. Edited and wrote articles about technology, lifestyle, and feminine issues. Attained page likes by 142% on Facebook business page and average page views to 6K. Coached interns to work on experimental projects.

Education

Google UX Design Specialization Google

Issued Jul 2021

B.B.A. in Business Administration National Central University

2011 - 2015

Mentorship

Mentor ADPList

Mar 2021 - Present

Mentor of Design Challenge Program Thammasat Design Center X Agoda

Dec 2019 - Jun 2020

Skills

Design

Competitive Analysis // UX Research // User Interview // Usability Testing // Web Design // App Design // UX Design // Wireframing // Mockups // Prototyping // Data Analysis // A/B Testing // Design Sprint // Project Management

Tools

Figma // Adobe XD // Sketch // Principle // InVision // Abstract // Zeplin // Axure RP // Atlassian Jira & Confluence // Google Analytics // HTML & CSS // SQL