SHAO HSUAN PENG

UI / UX Designer

Led end-to-end UX and UI design for B2B system-level and web-based products, balancing enterprise user needs, technical constraints, and business goals

[View Portfolio →](shaohsuanpeng.com)
(shaohsuanpeng.com)

chrissy880807@gmail.com

EXPERIENCE

QSAN Technology Inc

4 Years | Sep 2021 - Sep 25

UI / UX Designer

- Led end-to-end UX/UI for B2B system-level and web-based products
- Designed admin panels and configuration interfaces for complex platforms
- Built and launched corporate website from scratch (IA, UI, content migration)
- Collaborated with Product, Engineering, and Marketing to align UX with business goals

Key Impact

- Increased Page Views by 140% and Active Users by 100%+ on case study pages through IA and UX optimization. **View project →**

Product Marketing (Cross-Functional)

- GTM strategy planning and execution, including social media, EDM, and performance reporting
- Managed Mailchimp campaigns and automation workflows, monitoring subscriber behavior, engagement metrics, and list performance to optimize retention and deliverability
- Analyzed data performance to generate insights and support marketing decisions

SKILL

UX & Product Design

UX Strategy, Information Architecture, User Flows, Usability Optimization

UI & Interaction Design

Visual UI Design, Design Systems, Component-Based UI, Responsive Design

System & Platform Design

Admin Dashboards, System Configuration Interfaces, taxonomy & data structures

Tools & Technical

Figma, Webflow, WordPress, Adobe Creative Suite
Google Analytics, GTM, Looker Studio
HTML, CSS, JavaScript (Basic)

EDUCATION

Shih Chien University

2017 – 21

BFA In Communications Design

Studio-based design education with a focus on visual storytelling and cross-media communication