

Pei-Jung Chuang

eevvaa28@gmail.com | +491726157858 | [LinkedIn](#) | <http://thisiseva.com>

Experience

Web/UX/UI Designer

Predimo | Mar 2024 - present | Münster, Germany

Designed and developed the company website in Webflow, along with a scalable design system that enabled fast development for different product versions and target audiences. Led the end-to-end product design process, from research and wireframes to final delivery. Conducted multiple rounds of usability testing to refine the user experience. Created a brand book to ensure consistent use of visual and design guidelines across teams. This redesign streamlined collaboration and improved design-to-development efficiency.

UX/UI Designer

wellnest GmbH | Aug 2024 - Jan 2025 | Essen, Germany

Optimized website UX/UI for seamless functionality and user satisfaction. Conducted A/B testing on the booking system via VWO, analyzed results, and prioritized data-driven improvements. Designed and developed campaign landing pages in WordPress Elementor, aligning with brand objectives.

Web Designer

Herbsom | Feb 2024 - Apr 2024 | Münster, Germany

Proficient in designing and developing websites. Experienced in front- and back-end development from Shopify platform with Liquid, HTML and CSS to implement dynamic features and enhance user interaction.

UX/UI Designer

Fenus | Aug 2023 - Nov 2023 | Rotterdam, Netherlands

Researched and identified problems through user research and discussion with stakeholders. Designed and validated product features through multiple rounds of iterations. Lead Fenus Academy end-to-end design. Designed marketing materials.

Qualitative UX Researcher (B2B)

Harris Poll | Oct 2022 - Feb 2023 | Münster, Germany (remote)

Conducted phone interviews with clients in China and Taiwan for Mastercard Advisors. Organized and managed the appointments, data entries, and recordings.

UX/UI Designer

Blue Base Solutions | Sep 2022 - Feb 2023 | Rotterdam, Netherlands

Lead the AI health chatbot end-to-end design. Responsible for the crucial feature of the SaaS product by creating user journeys, wireframes, lo-fi, hi-fi prototypes in close collaboration with developers, and assisted the marketing posts and videos.

Product & UX Intern

Fitsurance | Feb 2022 - Sep 2022 | Amsterdam, Netherlands

Redesigned the landing page via WordPress through 2+ rounds of sketching, wireframing, and prototyping, and attracted 50% more users by creating a psychological call-to-action survey.

Health & Sports Intern

wellyou | Nov 2020 - Feb 2021 | Berlin, Germany

Hosted an online workshop with 15+ participants. Responsible for projects that identified user pain points, and created content for web and iOS app related to Positive Psychology.

Education

University Münster

Ph.D. in Sports Science & UX/UI
2024 - present
MSc. Sports, Exercise and Human Performance
2019 - 2021

Nielsen Norman Group

Remote User Research Course
Sep 2022

Google UX Design Specialization Certificate

Mar 2022 - Jul 2022

Chang Gung University

BSc. Biomedical Science
2015 - 2019

Skills

Design

User Experience, Interaction Design, User Interface, Digital Prototyping, Wireframing, Low-High Fidelity Mockups

Research

User Interview, User Testing, Information Architecture, Journey Mapping, Quantitative/Qualitative Analysis, A/B Testing, Moderated/Unmoderated Usability Testing, Competitor Analysis

Software

Sketch, Figma, Adobe XD, HTML, CSS, WordPress, Webflow, Shopify, Miro, Typeform, VWO

Visual Design

Poster/Flyer Design, Branding, Typography, Iconography, Web Design, Design system

Other Skills

Video editing, Rapid Iteration, cross-functional collaboration, user-centric approach