

# Pei-Ni (Penny) Chiang

Product Designer | Vancouver, BC, Canada

[pennychiang.com](http://pennychiang.com) (pwd: ichigo)

+1 (778)-317-6162

[pennychiang716@gmail.com](mailto:pennychiang716@gmail.com)

Senior Product Designer with 6+ years of end-to-end UX/UI experience across enterprise B2B and consumer products. Strong in research, interaction design, and information architecture – with a track record of simplifying complex workflows and shipping polished, production-ready UI. Actively integrating AI tools to accelerate prototyping, synthesis, and iteration.

## WORK EXPERIENCE

### Product Designer | VMware by Broadcom Jan 2022 - Present | Palo Alto, CA, USA -> Vancouver, BC, Canada

- Led end-to-end UX ownership for VMware's data protection and cyber recovery platform – from problem framing and discovery through interaction design, visual execution, and handoff across 3 releases over 3 years.
- Built scalable Figma components, cross-product UI patterns, and component documentation with design system and accessibility teams – enabling PMs and engineers to ship system-aligned work more autonomously while maintaining WCAG compliance.
- Ran moderated sessions, unmoderated studies (70+ responses), and field engineer interviews – translating insights into shipped decisions. Challenged a leadership-backed dashboard direction with a concept test; 71% of users preferred the alternative, changing the product direction.
- Integrated AI tools for research synthesis, competitive analysis, UX copy, and rapid mockups – compressing time from problem to solution.

### UX Designer | Citi Bank

Mar 2021 - Dec 2021 | Remote (USA)

- Designed the digital experience of consumer banking products under the Personalization domain. Developed scenarios, use cases, high-level features, and functional prototypes based on business requirements, customer and market research, customer feedback, and device metrics.

### UX Designer | Good Deeds

Jun 2020 - Jan 2021 (Company dissolved) | Remote (USA)

- Led end-to-end UX and visual design for a consumer mobile app (iOS and Android) from 0 to launch – covering information architecture, interaction design, and visual execution.
- Built a Figma component library for iOS and Android from scratch, enabling faster collaboration across engineering and design.
- Achieved 88% onboarding completion in the first month post-launch by cutting a multi-step flow to a single high-value step – a research-backed call made under a two-week sprint deadline.

### UX Design Intern | Google

May 2019 - Aug 2019 | Kirkland, WA, USA

- Designed a new feature for Google Duo to help users stay connected with groups with video messages. Worked closely with PM, engineers, data analysts, UX researchers and UX writers on implementation.
- Incorporated and addressed feedback from the cross-functional team. Created high-fidelity mockups and prototypes, assisted with usability tests, and proposed design opportunities based on data insights.

## SKILLS

### Design

End-to-End Product Design, Interaction Design, Information Architecture, Visual Design, Wireframing, Rapid Prototyping, Design Systems, Component Design, Mobile Design (iOS & Android), Human Interface Guidelines, Digital Accessibility (WCAG), Product Thinking

### Research

User Interviews, Usability Testing, Contextual Inquiry, A/B Testing, Concept Testing, Unmoderated Research, Synthesis & Insight Generation

### Tools

Figma (components, variants, auto layout, design tokens, Make), Framer, Cursor, Claude, Claude Code, ChatGPT, UserZoom, Dovetail, Illustrator, Photoshop

## EDUCATION

### MS Human-Computer Interaction Design

Indiana University Bloomington (Aug 2018 - May 2020)

- Research Assistant | ProHealth Lab

### BA Library and Information Science

National Taiwan University (Sep 2014 - Jun 2018)

- Research Assistant | DxLab