

# Claire Chang

Product designer

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<https://clairechang.info/>

## EXPERIENCE

### Microsoft

Product Designer II

Aug 2022 - Present

- Designed B2B solutions for publishers in ad industry, supporting enterprise and SMB (small-to-medium business) clients across onboarding, setup, campaign planning, and execution.
- Led design and secured roadmap placement for migrating \$3M+ annual revenue features to the core platform, ensuring client retention.
- Improved efficiency for a specific setup workflow for enterprise users, reducing completion time from 1.5 hours to 3 minutes.
- Increased SMB onboarding completion by 50% through redesign of homepage and onboarding workflows.

### MasterCard

UX Designer

Nov 2021 - Aug 2022

- Created design system components, patterns, guidelines and documentation for a data visualization platform.
- Collaborated with cross-functional teams in a scaled Agile environment.

### GoodLife Technology

User Experience Designer

Oct 2016 - Apr 2019

- Redesigned an e-commerce website with SEO optimization, achieving first-page Google rankings for top product keywords.
- Analyzed user research and digital advertising results to inform product decisions.

## EDUCATION

### University of Texas at Austin

Master of Science in Information Science

### National Taiwan University

Bachelor of Science in Psychology

## PROJECT

### Soft UI CSS Generator

Sep 2020

Developed a JavaScript web app to generate HTML and CSS code from visual indicators.

<https://changclaire30.github.io/Neumorphism-CSS-Generator/>

## SKILL

Figma

Adobe Suite

Sketch

Wireframing

Prototyping

Persona

User research

Usability testing

User journey map

HTML

CSS

JavaScript