

# Chin Chia (Claire) Chang

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## EDUCATION

### University of Texas at Austin

M.S. Information Studies (UX/HCI)

#### Related Course

Human-Computer Interaction, Usability, Rapid Prototyping and Lean UX, Human-AI Interaction, Introduction to Machine Learning, Virtual Environments

### National Taiwan University

B.S. Psychology

Certificate in Communication

## SKILLS

### Design

Wireframing, Prototyping, Storyboarding, Interaction Design, Information Architecture, Workflow, Design Iteration

### Research

Interview, Survey, Contextual Inquiry, Affinity Diagram, Quantitative Analysis, Qualitative Analysis, Persona, Journey Map, Usability Testing, A/B Testing, Heuristic Evaluation

### Tools

Sketch, Figma, InVision, Adobe XD, Illustrator, Photoshop, InDesign, Zeplin, Miro, Qualtrics, Google Analytics

### Techniques

HTML, CSS, JavaScript, React.js, Python, WordPress, Bootstrap

## PROFESSIONAL EXPERIENCE

### User Experience Intern, Indeed

Jan – May 2021

- Work with a Sr. User Researcher to conduct research that evaluates Job Seeker Ads design options to improve usability across platforms.

### Product Designer Intern (B2B SaaS), AU Optronics

Jul – Aug 2020

- Worked as the only designer collaborating with engineers and introduced UX mindset to improve experience for a maintenance dispatch software system.
- Implemented end-to-end design process, including translating user research insights and functional requirements into design decisions, and iterating and presenting design concepts with the team and users.
- Contributed to the design system and design process with unified UI components, wireframes, and prototypes.

### Web Designer, Butler School of Music

Feb – Jun 2020

- Coordinated with client to define the product requirements, information architecture, and content strategy.
- Built the website using WordPress and iterated designs to fit client's needs.

### User Experience Designer (eCommerce), GoodLife Technology

Oct 2016 – Apr 2019

- Led the redesign of an e-commerce website which ranked on the 1<sup>st</sup> page of Google results with popular product keywords.
- Worked with engineers to website templates and web style sheets leveraging HTML, CSS, and JavaScript.
- Conducted market and user research to identify product and user needs.
- Developed user-centered and SEO-friendly content strategy, and increased daily visit of the blog from 13,000 to 18,000 in 1 year.

## SELECTED PROJECTS

### Student UX Designer, UT Registration Usability Assessment

Sep – Dec 2019

- Conducted user interview, usability testing, and survey, and analyzed data to develop insights and created user journey map to identify pain points.
- Analyzed 7 registration tools and process and proposed redesign solutions based on design recommendations.

### Front-end Developer, Soft UI CSS Generator

Sep 2020, <https://softui.info/>

- Developed a JavaScript web app to generate CSS code from visual indicators.
- Worked as a front-end developer to implement end-to-end design process.