JI EUN CHANG

📞 +82 010-6749-0237 [KR]   ✉️ jieun.chang01@gmail.com   📍 Seoul, South Korea (04423)

Multicultural UX and product designer with a background in psychology and experience spanning startups, design bootcamps, and tech internships. Skilled in user research, product strategy, and QA testing, with projects ranging from mobile apps (Letn, Olive) to children's software. Passionate about creating accessible, emotionally safe, and student-centered digital experiences.

EXPERIENCES

Product & UX Designer – Pinxlab (Letn App)
Seongnam – Gyeonggi-do, South Korea | Feb 2025 ~ Present
(An IT startup creating solutions for students in Canadian universities.)
- Joined as one of the first 4 core team members, contributing to Letn's growth across 5 Canadian universities.
- Led UX and Product Design: user research, benchmarking, wireframing, and usability / QA testing.
- Designed and iterated on key features including timetables, GPA calculator, marketplace, Let on, and student lounge.
- Contributed to the growth via CPI-based Instagram ads and cross-campus promotions (e.g., UBC Café partnerships).
- Drafted Terms of Service and Marketplace guidelines.

UX Design Bootcamp Project – Olive Mental Health App
CareerFoundry | Remote | ~ Sep 2025
- Researched and prototyped a mental health support app for young adults.
- Developed personas, journey maps, usability tests, and accessibility features.
- Created Figma prototypes, design system, and portfolio presentation.

UX UI Intern – Kiwi Plus (Kakao Affiliate)
Yeouido - Seoul, South Korea | Sep 2024 ~ Dec 2024
(One of the top 3 software developers for Kids Phones in S. Korea.)
- Remodelled main webpage, including English translation for global accessibility.
- Conducted competitor analyses and market trend research for kids' phone apps.

Internship – Research Intern
ASSESTA | Seoul, South Korea | Jul 2022 ~ Aug 2022
(A Korean organisation specialising in psychological evaluation and services.)
- Benchmarked UI/UX trends for website and mobile renewal.
- Researched youth digital education trends for outreach strategy.

EDUCATION

Sep 2020 ~ Apr 2024	**Bachelor of Arts – Psychology** (Graduated with Distinction) The University of British Columbia **Awards:** Outstanding International Student Scholarship Award **Relevant Coursework:** Analysis of Behavioural Data (A-), Socialisation: Media Content and Effects Psychology (A), Applied Developmental Psychology (A+), Introduction to Data Science (A-), Statistical Inference for Data Science (A-)
Jun 2023 ~ Aug 2023	**Summer Exchange Programme** Yonsei International Summer School **Relevant Coursework**: Intro to Machine Learning (A+), Computing in Context: Computing and the Arts (A0)
Est. End date: Sep 2025	**Bootcamp – UX Design** CareerFoundry

PUBLICATIONS

Co-authored "The Effects of Unstructured Outdoor Play on Child Development," *Journal of Public Value* (2024).

SKILLS

Tools: Figma, VS Code, Adobe Photoshop, Canva, Procreate
Specialties: UX Research, Benchmarking, Product Strategy, QA Testing

LANGUAGES

English (Native), Korean (Native), Chinese (HSK 5)