

# CAROLINE CHANG

[carolinechang.design](http://carolinechang.design) | Los Angeles, CA

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## TECHNICAL SKILLS

Affinity Diagrams, Card Sorting, Persona Creation, User Research, User Interviews Planning, Usability Testing, Accessible Design, Information Architecture, Sitemaps, Wireframes, Interactive Prototypes, Storyboard, Typography, Layout Design

- Software: Figma, Miro, SquareSpace, Wordpress, Google Suite, Visual Studio Code, Trello

## PROJECTS

### Nonprofit Redesign | [Link to prototype]

Polo Pony Rescue is a Los Angeles based thoroughbred horse rescue focusing on retired polo ponies.

- Goal: To redesign the Polo Pony Rescue website with a focus on the information architecture improvements, user interface design, as well as the mobile experience design, collaborate in 3-person team
- My Role: User Research, Data Analysis, Wireframing, Hi-fi Prototyping, Usability Testing, Heuristic Evaluation

### Government Agency Redesign | [Link to prototype]

The Department of Homeland Security website provides info about policies, immigration, emergency preparedness and disaster relief, public announcements and media updates related to national security and homeland defense.

- Goal: To identify any usability issues and make sure users can find the information they need quickly, easily, and with minimal frustration by improving the site's information architecture and developing accessible color schemes
- My Role: Usability Test, Card Sorting, Information Architecture, Accessible Design, Sitemaps, Wireframing

## EXPERIENCE

### Account Executive | CreatorDB | April 2020 - Present

Taipei, Taiwan (Remote)

Hones valuable skills in communication, client relationship management, and problem-solving. This experience sharpened my ability to grasp user needs, effectively communicate ideas, and solve complex challenges.

- Lead and collaborate teams (~5 members) to develop and execute 10+ influencer marketing campaigns, consistently meeting or exceeding campaign goals
- Analyze campaign data and provide actionable insights that led to over 50% improvement in campaign KPI
- Demonstrate a consistent ability to deliver influencer campaign that led to increased client trust and long-term partnerships

### Marketing/Operations Intern | L&L Candle Co. | October 2019 - January 2020

Brea, CA

Responsible for addressing customer concerns, complaints/problems, and working to find solutions that meet their needs. This experience has helped me to develop skills in empathy, attention to detail, and user-centered focus.

- Managed a high volume of 50+ customer services inquiries (emails, calls) daily by providing clear explanations of the underlying issue to ensure optimal customer satisfaction
- Resolved 80% of complaints, turning potentially negative experiences into positive ones

## EDUCATION

### UX/UI Boot Camp Certificate | University of California, Irvine | 2023 - Present

Irvine, CA

- An intensive 24-week long boot camp dedicated to user experience and user interface
- Skills Learned: Figma, User-Centric Design Research, Visual Prototyping and Wireframing, User Interface Development

### Master of Science in Digital Social Media | University of Southern California | 2021 - 2023

Los Angeles, CA

- Has given me perspectives on what users expect from digital platforms, which I can apply to UX/UI design
- Gained marketing knowledge that can help design interfaces align with marketing goals and conversion optimization
- The ever-changing landscape of social media has made me adaptable to evolving trends and technologies