

# Chin Chia (Claire) Chang

🔗 <http://claire-chang.github.io/>

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## EDUCATION

### University of Texas at Austin

GPA 4.0, Aug 2019 – May 2021

M.S. Information Science (UX/HCI)

### Related Course

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

### National Taiwan University

GPA 3.82, Sep 2011 – Jun 2016

B.S. Psychology

Certificate in Communication

## SKILLS

### Design

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

### Research

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

### Tools

Sketch, Figma, Adobe Suite, InVision, Qualtrics, SurveyMonkey, Google Ads, Google Analytics, Facebook Ads

### Technique

HTML, CSS, SPSS, Python, WordPress

## PROFESSIONAL EXPERIENCE

### Web Designer, Butler School of Music, UT Austin

Feb 2020 – Present, Austin, Texas

- Design a podcast website for children to learn more about music and implement the design in WordPress.

### Marketing Specialist, GoodLife

Oct 2016 – Apr 2019, Taipei, Taiwan

- Worked with engineers and designers to redesign the front-page of an e-commerce website to improve the usability and reduce customer issues.
- Conducted market and user research to identify user needs and develop product roadmap.
- Curated ad content for different user segments, executed A/B testing with Google Ads and Facebook Ads, and reduced cost of conversion by 20%.
- Developed user-centered and SEO-friendly content strategy, ranked on the 1st page of Google results for several posts, and increased daily visit of the blog from 13,000 to 18,000 in 1 year.
- Managed Facebook fan pages, created marketing campaigns, and gained 150 fans/month without an advertising budget.

## AWARD AND SELECTED PROJECTS

### Student User Researcher, UT Registration Usability Assessment

Sep – Dec 2019

- Developed insights from heuristic evaluation, comparative analysis and survey, interviewed 6 students to conduct usability, and created user journey map to identify pain points and usability issues.
- Analyzed 7 registration tools and process, delivered assessment report and design recommendations to stakeholders and created envisioned design wireframes for reference.

### Wo-op, Career Development App for Women of Color

Nov 2019, 1st Place in Design-a-thon at Austin Design Week

- Interviewed 9 women of color in tech industry, and designed survey to identify and validate user needs.
- Defined 2 personas and user journey maps, implemented usage scenarios to storytell the interactions between users and prototypes.

### Petful, Pet Fostering App

Sep – Dec 2019

- Interviewed 6 pet fostering parents and 2 animal shelter employees, and translated research findings to design requirements.
- Designed mid-fi prototypes and conducted pilot test and validate designs.