

Chin Chia (Claire) Chang

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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, Framer, InVision, Adobe Suite, Illustrator, Photoshop, InDesign, Zeplin, Qualtrics, SurveyMonkey, Google Ads, Google Analytics

Technique

HTML, CSS, JavaScript, SPSS, Python, WordPress

PROFESSIONAL EXPERIENCE

UX/UI Intern, AUO Optronics

Jun 2020 – Present, Taichung, Taiwan

- Conduct user research for maintenance dispatch software system and present insights, design concepts and solutions to the team.
- Collaborate with a team of developers to iterate wireframes and prototypes.
- Unify and define design guidelines and components such as data table.

UX/UI Intern, OH!Bot Technology

Apr – Jun 2020, Taipei, Taiwan

- Created a mobile design MVP for a SaaS website based on the insights from heuristic evaluation and cognitive walkthrough.

Web Designer, Butler School of Music, UT Austin

Feb – Jun 2020, Austin, Texas

- Designed and built a WordPress website for children to listen to podcast and learn more about music.

Marketing Specialist, GoodLife Technology

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 product and user needs.
- 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 user research, interviewed 6 students to conduct usability testing, and created user journey map to identify pain points.
- Analyzed 7 registration tools and process, delivered assessment report and design recommendations to stakeholders and created.

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 developed a 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.