

# Claire Chang

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## PROFESSIONAL EXPERIENCE

### UX Designer (remote)

Brighteyes, Taipei, Taiwan, May 2019 - Present

- Redesign responsive web interfaces via Adobe XD and finalize the design in Wordpress.
- Develop the information architecture for better navigation.
- Lead collaboration with remote developers.

### Marketing Manager

GoodLife, Taipei, Taiwan, Oct 2016 - Apr 2019

- Conducted market and user research to develop personas and journey maps.
- Redesigned the front-page of the website and improved the usability through comparative analysis.
- Curated ad content for different user segments and executed A/B testing with Google Ads and Facebook Ads.
- Wrote user-centered and SEO-friendly blog posts and ranked on the 1st page of Google results for several posts
- Increased daily visit of the blog from 13,000 to 18,000 in 1 year.
- Managed Facebook fan pages, created campaigns, and gained 150 fans/month without an advertising budget.
- Mentored and set project goals for interns.

## AWARD AND SELECTED PROJECTS

**Wo-op** | 1st Place, Nov 2019

- Design-a-thon at Austin Design Week
- Designed an app to help women of color in the tech industry advance in their careers.

**Petful** | Course Project, Sep 2019 - Present

- Prototyping a platform to improve the pet fostering experience and increase foster parents' willingness to foster again.

**A Father's Letter** | Unreleased Product, Apr 2018 - May 2018

- Developed a website on Github and developed playing cards to encourage connection with local environment.
- Designed puzzles based on historical culture and local stories.

## EDUCATION

### University of Texas at Austin

M.S. Information Studies (UX focus)

2019 - Expected 2021

### National Taiwan University

B.S. Psychology

Certificate in Communication

2011 - 2016

## SKILLS

### Research

Interview, Survey, Contextual Analysis, Affinity Diagram, Quantitative Analysis, Market Research, Comparative Analysis, Persona, Journey Map, Usability Testing, A/B Testing

### Design

User Flows, Storyboarding, Wireframing, Prototyping

### Technique

Adobe XD, Illustrator, InDesign, Sketch, Figma, SurveyMonkey, Qualtrics, SPSS, Wordpress, HTML/CSS, Bootstrap, Google Analytics, Google Ads, Facebook Ads

## ACTIVITIES

### Financial Co-Director at SASI

Oversee funding for Student Association of School of Information at UT Austin