

Chin Chia (Claire) Chang

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PROFESSIONAL EXPERIENCE

Web Designer

University of Texas at Austin, Feb 2020 - Present

- Build a podcast website encouraging children to learn music.

UX Designer (remote)

Brighteyes, Taipei, Taiwan, May 2019 - Present

- Redesign responsive web interfaces via Adobe XD and finalize the design in Wordpress.
- 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

Petful | Pet Fostering Assistant App

Course Project, Sep – Dec 2019

- Developed wireframe and prototype with the insights generated from user interviews, persona, and journey map.

Wo-op | Career Development App for Women of Color

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

- Conducted research for women of color in tech and designed an app to help them advance in their careers.

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, Market Research, Quantitative Analysis, Qualitative Analysis, Persona, Journey Map, Usability Testing, A/B Testing

Design

User Flows, Storyboarding, Wireframing, Prototyping

Technique

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

ACTIVITIES

Financial Co-Director at SASI

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