

Claire Chang

Product designer

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<https://clairechang.info/>

EXPERIENCE

Microsoft

Product Designer II

Aug 2022 - Present

- Designed B2B solutions for publishers in ad industry, supporting enterprise and SMB (small-to-medium business) clients across onboarding, setup, campaign planning, and execution.
- Led design and secured roadmap placement for migrating \$3M+ annual revenue features to the core platform, ensuring client retention.
- Improved efficiency for a specific setup workflow for enterprise users, reducing completion time from 1.5 hours to 3 minutes.
- Increased SMB onboarding completion through redesign of homepage and onboarding workflows.

MasterCard

UX Designer

Nov 2021 - Aug 2022

- Created design system components, patterns, guidelines and documentation for a data visualization platform.
- Collaborated with cross-functional teams in a scaled Agile environment.

GoodLife Technology

User Experience Designer

Oct 2016 - Apr 2019

- Redesigned an e-commerce website with SEO optimization, achieving first-page Google rankings for top product keywords.
- Analyzed user research and digital advertising results to inform product decisions.

EDUCATION

University of Texas at Austin

Master of Science in Information Science

National Taiwan University

Bachelor of Science in Psychology

PROJECT

Soft UI CSS Generator

Sep 2020

Developed a JavaScript web app to generate HTML and CSS code from visual indicators.

<https://changclaire30.github.io/Neumorphism-CSS-Generator/>

SKILL

Figma

Adobe Suite

Sketch

Wireframing

Prototyping

Persona

User research

Usability testing

User journey map

HTML

CSS

JavaScript