

# STEVEN CHANG

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## EDUCATION

### Global Innovation Design - Product, Service & System Design

Royal College of Art, Imperial College London | M.A. / M.Sc

- > Developed an AI-powered digital learning service focusing on idle time.
- > Merged IoT systems and human expertise in creating a future kitchen experience.
- > Created a toolkit to make designing with emerging technologies in complex systems more intuitive.

## EXPERIENCE

2020.09 - Now

### Senior UX Designer

Philips | London, United Kingdom

- > Lead the design of Philips+ app which is creating a single entry point and unified ecosystem across all Philips connected devices for 2M users.
- > Conduct exploratory research to understand user needs and create design strategy.
- > Initiate a collaborative approach to align expectations and generate concepts with stakeholders.
- > Work with business leaders and product managers to define product roadmap and success metrics.
- > Establish a design language and evolve design system to maintain cohesive patterns with wider teams.
- > Collaborate with the product research team to identify key users and carry out research studies.
- > Lead iterative design process and create the native experience on iOS and Android.
- > Mentor junior members of UX team on projects and manage quality of output.

2018 - 2020.09

### Product Designer

Babylon Health | London, United Kingdom

- > Designed the onboarding process and service navigation of Babylon AI Assistant for 2.3M users.
- > Developed an automated service in Rwanda that enabled 1.5M users to access health diagnostic tools and cut call centre costs.
- > Created voice enabled healthcare service that makes Babylon's service more accessible to users.
- > Led design projects through the entire product cycle, from concept to final delivery.
- > Carried out ethnographic research that had a direct impact on conceptualising the service.
- > Conducted quantitative research to frame problem spaces and understand user behaviours.
- > Led iterative design and testing process across iOS, Android and voice interaction devices.
- > Evangelise the design process and shared learnings via conference and meetup.

2013 - 2016

### Senior UX Designer

Texas Instruments | Shanghai, China & Taipei, Taiwan

- > Responsible for the UX spanning corporate, e-commerce, community site and enterprise tools.
- > Led junior designers to collaborate with product managers, engineers and marketers for design, direction, and implementation of end-to-end user experiences, delivered within critical timelines.
- > Worked with international stakeholders to manage cross region projects, define KPIs and establish goals.
- > Improved the UX on corporate websites that drove 110%+ growth in traffic and conversion rate.
- > Launched a new community platform in Greater China to provide great customer experience and met over 150% of growth goal.
- > Created digital design guideline (typography, layout, UI and process) for APAC and Greater China.
- > Optimised infrastructures to enhance user experience by speeding up 80% website loading time.

## SKILLS

### Product/ UX Design

IA, UI, Sitemap, Wireframe, Persona, User Journey, Service Blueprint, Storyboarding, Design Sprints, Guerrilla Testing, Usability Testing

### Service Design/ User Research

Ethnographic Research, Contextual Interview, Survey Design, Card Sorting, Diary Study, Cultural Probes, Empathy Maps, A/B Testing, Focus Group

### Voice/ Conversation Design

Voiceflow, Wizard of OZ, Read Through Exercise, Scenario Testing, Situational Card

### Software

Figma, Sketch, Framer, Protopie, Invision, Adobe Creative Suite (AI, ID, PS, AE, PM), Miro, Omnigraffle,

### Analytics

Omniure SiteCatalyst, Adobe Analytics, Google Analytics, Tableau

### Programming

HTML5, CSS3, Basic Javascript, API Processing, Python

### Hardware

Arduino, Raspberry Pi

## TALKS

### ADOBE: Creative Motivation

The Future of Design in Your Hands

### Digital Leadership Forum

Human Centred Design in VUI

### Design Lab Meetup

User Research - From Context to Content

## LANGUAGE

### English

Fluent

### Chinese/Mandarin

Native