

# Donna Chang

Product designer

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donna-chang.github.io

## Experience

### Product designer, BenQ

Aug 2023 - Present | Taipei, Taiwan

- Responsible for the entire design process—from user research to product design including hardware, firmware, and software UI —across projector, monitor, and sports science lab systems.
- Conducted user research, competitive analysis, design sprint, and usability testing for projector iteration, resulting in a 148% increase in portable projector sales within the first year
- Established and led a structured usability testing workflow in the design center.
- Leveraged authorized API integrations to aggregate and analyze user feedback at scale, enabling product teams to uncover user needs across multiple product lines.

### Product designer, Human-Agent Interaction Lab, NCTU

Sep 2021 - Jul 2023 | Hsinchu, Taiwan

- Developed a mobile campus tour application featuring the school's mascot using AR, in collaboration with outsourced engineers.
- Improved user experience through conducting user research, competitive analysis and usability testing.

### UI UX design intern, Crypto-Arsenal

Feb-Jun 2021 | Remote

- Worked on a SaaS for automated crypto-trading, which involved conceptualisation and design of the solutions. Worked closely with the design team and developers to align on design goals and deliver finalized solutions.

### UX researcher, 104 Corporation

Feb-Jul 2021 | Remote (Capstone project)

- Employed both interview and questionnaire-based research approaches to investigate user needs, and conducted competitive analysis, heuristic evaluation and usability testing for product iteration.

### Design intern, Meet.Jobs

Jul-Sep 2020 | Taipei, Taiwan

- Responsible for website design and assisting with data analysis alongside the marketing team.

## Extracurricular Activities

### Industry mentor of UX course (IOC5205), CS Dept., NCTU

Feb 2025 - Present | Taipei, Taiwan (Hybrid)

### Guest mentor of UX, Taoyuan Indigenous Peoples Development Foundation

Nov 2023 | Remote

### Teaching Assistant of UX course (IOC5205), CS Dept., NCTU

Feb-Jul 2022 | Hsinchu, Taiwan

## Education

National Chiao Tung University

2020-2023 | Hsinchu, Taiwan

Master of User Experience Research

Thesis: "A Study of Mobile Campus Touring Application and Virtual Chatacter"

University of the Incarnate World

2018-2019 | Texas, United States

Exchange program, major in Communication Arts

## Publication

Chang, T.H., et al. (2021). The podcast fever: The investigation of the behavioral intention on podcast production. Taiwan Communication Society, 3-2C-1

## Recognitions

Startup Terrace Trans Action Award

2020-2021

- Featured on official website

## Skills

Method

- Interaction map
- Storyboarding
- User research
- Competitive analysis
- Wireframe
- Prototype
- Design system
- Usability test

Tool

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- Blender
- Colab
- SPSS
- HTML / CSS