# Chin Chia (Claire) Chang

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Portfolio: https://drinkstyle.github.io/chinchiachang/

## EDUCATION

| **University of Texas at Austin** | Austin, Texas |
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| Master of Science in Information Studies | 8/2019-Present |

| **National Taiwan University** | Taipei, Taiwan |
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| Bachelor of Science in Psychology | 9/2011-6/2015 |

## EXPERIENCE

**Marketing Specialist**, GoodLife Technology Co., Taipei, Taiwan  10/2016-4/2019

- Conducted SWOT market analysis, and created marketing strategies by using AIDAS model.
- Wrote SEO-friendly blog posts, ranked on the 1st page of Google results for several posts, and increased daily visit from 13,000 to 18,000 in 1 year.
- Redesigned the website front-page by improving navigation, accessibility and usability.
- Took responsibilities of Facebook Ads and Google Ads to develop Taiwanese and Vietnamese markets, separated audiences to display ads, and curated ad contents.
- Managed fan pages, created contents, and gained 150 fans/month for 12 months.

**Designer and Escape Room Operator (part-time)**, BearHorse Room Escape Studio  1/2018-7/2019

- Hosted more than 100 groups of participants and collected feedback to make improvements.

**Administrative Assistant (part-time)**, Dept. of Psychology Office  9/2013-6/2015

- Took responsibility for the Alumni Follow-up Survey via phone calls and maintained confidential data.

## PROJECTS

**Psychological Testing: The Loneliness of College students**  Course Project

Computed the discrimination power using SPSS to measure the consistency and placed myself on the positions of both researchers and participants to revise the questionnaire.

**MyShip: Connecting Newcomers to Locals**  Course Project

Designed an application prototype for newcomers to build their social networks in Taipei. Conducted literature review, interviews, and low-fidelity prototype.

**A Father's Letter: Outdoor Pervasive Game Design**  Side Project

Designed puzzles with playing cards and clues in the surrounding environment. Built a website with HTML, CSS, Bootstrap, and Javascript.

## VOLUNTEER EXPERIENCE

**Tutor**, Ping-lin Elementary School, New Taipei City  10/2014-2/2015

## SKILLS

**Languages**: Chinese (native), English (fluent, TOEFL 105/120), Turkish (A2)

**Skills**: Adobe XD, Illustrator, Wordpress, HTML, CSS, Bootstrap, Google Ads, Facebook Ads, SPSS

**Other**: Blogger