

Claire Chang

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EXPERIENCE

UX Designer (remote)

Brighteyes, Taipei, Taiwan, May 2019 - Present

- Redesign responsive web interfaces via Adobe XD and finalize the design in Wordpress.
- Develop the information architecture for better navigation.
- Lead collaboration with remote developers.

Marketing Manager

GoodLife, Taipei, Taiwan, Oct 2016 - Apr 2019

- Conducted market and user research to develop persona and journey map.
- 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, ranked on the 1st page of Google results for several posts, and increased daily visit 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.

SELECTED PROJECTS AND AWARDS

Wo-op | 1st Prize Winner, Nov 2019

Project at Design-a-thon at Austin Design Week

Designed an app to help women of color in tech industry grow in their careers.

Petful | Course Project, Sep 2019 - Present

Design a platform to improve the pet fostering experience and increase foster parents' willingness to foster again.

A Father's Letter | Unreleased Product, Apr 2018 - May 2018

Multi-format activity consisting of environmental clues, playing cards, and website.

Conveyed themes of family and neighborhood through historical stories.

EDUCATION

University of Texas at Austin

M.S. Information Studies (UX track)
2019 - Expected 2021

National Taiwan University

B.S. Psychology
Certificate in Communication
2011 - 2016

SKILLS

User Research

Interview, Contextual Analysis, Affinity Diagram, Survey, Quantitative Analysis, Comparative Analysis, Persona, Journey Map, Usability Testing

Design

User Flows, Storyboarding, Wireframing, Prototyping

Tools and Languages

Adobe XD, Illustrator, InDesign, Sketch, Figma, SurveyMonkey, Qualtrics, SPSS, Wordpress, HTML/CSS, Bootstrap

ACTIVITIES

Financial Co-Director at SASI

Take responsibility of funding for Student Association of School of Information at UT Austin.