YU HSUAN CHANG

GARY CHANG

https://garyyuhsuan.github.io/portfolio2023
garychang.yuhsuan@gmail.com · (886) 938 016 589
1F, No.167, Yi-an Rd., Zhonghe Dist., New Taipei City 235, Taiwan

As a business graduate with digital development concentrated studies, who has kept challenging himself through different disciplines and habits of mind. He has been self-motivated in learning interaction design to understand the dynamic user experience nowadays. Now, he is ready to join the league of shaping a better world with evolving, bold, but always data-driven digital experiences.

UX Engineer
Bank SinoPac

July 2021 - Current · Taipei · Full Time

· Developed and oversaw the UX design process and the quality of front end development, and worked as cross-functional PM to plan and evaluate the feasibility for the innovative business requirement.

UXUI Designer
JobWits

Jan. 2021 - Jun. 2021 · Taipei · Part Time

· Conducted the research of mentorship impact, and developed the concept into the new design for the revamped website including components library.

Experience Design Intern
Ogilvy Taiwan

Aug 2019 - Dec 2019 · Taipei · Part Time

· Executed CX planning, UX design with PM and developers, and applied MarTech tools to organize CRM campaign for the clients.

Product Design Intern
KKStream

Jul 2018 - Jan 2019 · Taipei · Part Time

· Iterated design through understanding multiple needs from stakeholders, and generated the adaptive marketing template for customized campaign sites.

Digital Marketing Intern
Deluxe Fashion

Jul 2017 - Sep 2017 · Taipei · Part Time

· Performed KOL networking and SEO optimization to enhance the digital engagement of the brand. Planned and conducted online to offline campaigns for the grand opening in dominant department stores.

National Chengchi University
Bachelor of Business Administration

Sep 2015 - Jun 2019 · Taipei

GPA : 3.64 / 4.3

Relevant Courseworks :
· Advanced Computer Programing
· User Interface Design
· Interactive Installation Design

Extracurricular Activities :
· Certified Walking Tour Guide

Skills
Web Development :
· Front End - JavaScript / Angular / React

Data Inquiry / Analysis :
· SQL / Power BI

UX Design :
· Qualitative Research
· Prototyping - Figma / Sketch / XD

Project Management :
· Functional Specification
· Vendor Management

Competitions
Trans Action Award 2021 - Finalist

Gold Design Award 2021 - 3rd Prize

Open HCI 2018 - Best Theme Prize

Certificates
Google Analytics

IBM Design Thinking Practitioner

Languages
Mandarin (native)

English (advanced) - IELTS 7.5

French (elementary)