

CHANG YU-HSUAN

GARY CHANG

<https://garyyhsuan.github.io/portfolio2023>

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1F, No.167, Yi-an Rd., Zhonghe Dist., New Taipei City 235, Taiwan

A business administration graduate, 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 consumer 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 UI interaction, 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 social behavior through mentorship impact, and developed into the design for the website revamping project.

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 Programing
- Interaction Design

Extracurricular Activities :

- Marketing Lead, Commerce Ambassador
- Events Staff, Cieee Cultural Ambassador

Competitions

Trans Action Award 2021 - Finalist

Gold Design Award 2021 - 3rd Prize

Open HCI 2018 - Best Theme Prize

Languages

Mandarin (native)

English (advanced) - IELTS 7.5

French (elementary)

Certificates

Google Analytics

IBM Design Thinking Practitioner

Skills

UX Design, Web Development

Data Processing / Query

Project Management

Visual Art

Tools

Programming (JS / SQL)

UX Design (Figma / Sketch / XD)

Visual (PS / AI / AE / PR)

MS Office (Word / Excel / PPT)