Clarence Chang

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PROFESSIONAL EXPERIENCE

Lead UX Designer

Biteline | Nov 2021 - Present   Oakland, CA

- Standardized Design System Library to increase efficiency across design and engineering by 60%
- Consolidated all qualitative research on Dovetail to share insights among key executive stakeholders
- Through UX research, revamped marketing site information architecture, branding, and messaging to increase user conversion by 40%

UX Designer (Part Time)

KDAlive | Jan 2020 - Nov 2021   Berkeley, CA

- Defined a design direction through generative user research methods
- Identified accessibiilty pain points on existing SaaS platform to improve user engagement by 20%

Product Designer / Product Manager

Bungee Tech Corporation | Jan 2018 - Jan 2020   Berkeley, CA

- Oversaw end to end design of a data-driven retail intelligence dashboard to visualize 4 metrics according to retailer and brand
- Owned relationships with 2 enterprise clients to identify product strategy, feature design, and business alignment
- Managed 2 interns to design client facing API and marketing site in alignment with branding and development

Product Designer / CoFounder

iXplore | Sept 2017 - April 2018   San Francisco, CA

- Launched a desktop app to connect travelers with travel agents in the Japan and East Africa market, adopting over 100 alpha users
- Conducted market research and competitive analysis across 10 travel agencies to prototype an MVP and launch 2 social media campaigns
- Defined project scope and requirements to a team of 4 remote engineers and 1 designer

Data Analyst

Cisco | Aug 2016 - July 2017   San Jose, CA

- Led 7 stakeholders within Network Services to collect and validate product metrics reported to the CIO, including Service Cost and UX
- Saved 50+ man hours monthly by automating data reporting using Python and REST API to present data in a user-friendly format
- Created 3 standard data visualization templates on Tableau to identify and reduce over 300 unaccounted for internal tickets

EDUCATION

Georgia Institute of Technology
BS Industrial Engineering | 2016
Tsinghua University Exchange

UC Berkeley
Skydeck Accelerator | 2018

General Assembly
UX Immersive | 2020

SOFTWARE

Figma	Tableau
Dovetail	Jira
Zeplin	Adobe Illustrator
Balsamiq	Adobe Premier
GSuite	MS Office Suite

SKILLS

Persona Creation	Usability Testing
Interviews	Journey Mapping
Market Analysis	Presentation
Prototyping	Investor Decks

LANGUAGES

French (Fluent)
Mandarin (Conversational)
Spanish (Basic)

VOLUNTEER

Curry without Worry
Board of Directors | 2018 - 2020

Grant Investment Commitee
Cisco Ambassador | 2017