

Huan Chang

INDUSTRIAL DESIGN STUDENT

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SUMMARY

Industrial designer student with a background in **research, market analysis, and cross-cultural insights**. Combining user-centered design, emotional design, and business strategy to create impactful products.

SKILLS

- **Design Research & Market Analysis**
- **Prototyping & Model Making**
- **3D Modeling & Rendering**
- **Cross-Cultural Collaboration**
- **Brand Storytelling & Strategy**

EXPERIENCE

Marketing & Market Research | *BorderX Lab (2018-2019)*

- **Market & Product Analysis:** Researched market trends, brand positioning, and consumer behavior to support business decisions.
- **Data Analysis:** Queried sales data to identify user behavior and purchasing trends, informing marketing decisions.
- **Cross-Cultural Collaboration:** Assisted in US-China e-commerce operations, adapting campaigns to local consumer preferences.
- **Product Development:** Contributed to new feature development in a fast-paced startup environment.

Graduate Research | *University of Illinois at Chicago (2012-2015)*

- **Research & Analysis:** Conducted qualitative and quantitative studies, synthesizing complex information to uncover patterns and insights.
- **Data-Driven Decision Making:** Applied statistical methods to interpret behaviors, trends, and systemic issues, informing strategic recommendations.
- **User & Social Behavior Analysis:** Examined cultural influences, decision-making processes, and environmental factors to understand human interactions.
- **Problem-Solving:** Identified research gaps, structured methodologies, and translated findings into actionable insights.
- **Multidisciplinary Thinking:** Integrated political science, communication, and policy analysis to approach challenges from multiple perspectives.

EDUCATION

B.S. Industrial Design (Expected 2026) | San Francisco State University

M.A. Political Science | University of Illinois at Chicago

B.A. English Language | Northwest University (China)

ADDITIONAL

Software: SolidWorks, KeyShot, Adobe CC, Figma

Languages: **Native Chinese**, Professional English