



# CHRISTINA CHIANG

## Product Designer

### WORK EXPERIENCE

#### Visual Merchandiser Target

Tustin, CA  
NOV 2019 - Present


- Drive Apparel & Accessories, Home Decor department sales by communicating and understanding guest values. Make business decisions to adjust merchandising and styling techniques
- Partner and train designated department owners on sales and merchandising techniques
- +4.8% increase in Q3 and winner of Orange County District Visual Merchandising Contest

#### Visual Merchandising Manager Forever 21

Austin, TX  
MAY 2013 - NOV 2019

- Energized in-store experience by observing and merchandising base off of customer needs and wants, supported by weekly merchandise reports
- Teach merchandising through fundamentals of color theory and basic design principles, such as visual hierarchy, contrast, and proportions, with fabric, patterns, and texture
- Managed up to 50 store associates, along with Assistant Managers. Responsible for cross-training all store team with operational daily functions and visual merchandising

### CONTACT

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### SKILLS

Low to High Fidelity Design  
Prototyping  
Wireframing  
User Research  
Usability Testing

### TOOLS

Sketch  
Figma  
InVision  
Principles

### EDUCATION

#### Springboard

APR 2020 - JAN 2021

UI/UX Design Career Track, Certification  
9-month intensive course in UI/UX  
methodologies and technologies

#### University of Pittsburgh

Pittsburgh, PA | SEP 2009 - MAY 2013

Major: Bachelors of Science in Psychology  
Minor: Sociology