MIN CHANG

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INDUSTRIOUS

2017 — current
Senior Designer

At BHGE Digital (GE's Oil & Gas division) my primary role was to architect and produce the BHGE design system known as "Mantle". Mantle was initially an extension of Predix that evolved as industry specific needs arose. In the day-to-day, I created forward looking visions of the UIs, then rolled my sleeves up to produce the designs.

More recently, I've become obsessed with data visualizations and the "human impact" side of analytics and apply this obsession in the work I do for the Data Science team.

TL;DR

I offer uncompromising visual solutions to conceptual problems. My portfolio demonstrates 22 years of professional design work for an unmatched breadth in audience.

I'm driven by a need to exercise a high degree of creativity and craftsmanship.

ENTERTAINING WORK

2014 — 2016
Principal Product Design

In 2014 Tribune Media Services acquired, then rebranded as Gracenote. During this transition, I adapted to an individual contributor role, taking on a Product Management title and responsibilities in addition to my functions in User Experience.

I found where, I was needed and facilitated collaboration between the groups, offices and individuals of the new Gracenote.

On Entertainment
showcase.onthedemo.com

2008 — 2014
Director of User Experience

I was the sole design resource for a consumer website that, at peak, had over 4 million unique monthly visitors. In addition to UX and UI executions, I also produced the live front-end code (HTML, CSS, JS).

In 2011 CastTV was acquired by Tribune Media Services, a data company. At TMS I advocated for UX and Design as a function across the company.

www.casttv.com
itsmin.com/p/casttv.pdf

Video Matching Service to Offline Counterpart
https://bit.ly/2Sx4CNB

2007 — 2011
Co-Founder

GoldCartridge designed and produced original games for the browser and for iOS. We also produced original games and marketing materials for clients such as Namco Bandai and Google.

Effect Games developed and supported a custom DHTML 2D game engine that ran natively in the browser several years prior to the advent of HTML5 and CSS3.

AD_VENTURES

2004 — 2008
Advertising Technology

Moving from the east coast also meant a change in career direction. At IPIX, I helped conceive and produce a product porftolio that was the basis of an employee lead spin off.

AdMission's assets, the applications and IP I'd helped design, were eventually acquired and are still in use today.

Ad Technology Archives
itsmin.com/p/admission.pdf

1997 — 2003
Interactive Design Agencies

Prior to moving to California, I worked as an information architect and art director for ten years at Agency.com, Barbarian Group and MCD Partners amongst other agencies.

My clients included brands such as Tiffany & Co., LEGO, Sephora, MetLife, Nike and AOL.

Agency Archives
itsmin.com/p/lego.pdf
itsmin.com/p/tiffany.pdf

AWARDS

One Show, Interactive Merit
1998 Corporate Image B2C
MetLife

Communication Arts Interactive Annual 9
Business Category
Tiffany Mark Watch