

MIN CHANG EXPERIENCE DESIGN

A BIT ABOUT ME

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PRODUCT DESIGN

2011 – CURRENT
TRIBUNE MEDIA SERVICES

2008 – 2011
CASTTV INC

CASTTV

<http://bit.ly/1mXsYhS>
<http://bit.ly/1e49mPM>

DIRECTOR OF USER EXPERIENCE

I was the sole design resource for CastTV, a consumer website that, at peak, had over 4 million unique visitors a month. Because we were a very small team of six (including the founders) front-end code production and customer support was a significant part of my daily responsibilities.

In 2011 CastTV was acquired by Tribune Media Services. While CastTV's consumer properties were eventually shuttered, I continue to guide other design and user experience efforts within Tribune.

TV FRIEND

<http://bit.ly/MPxtKI>

ZAP2IT

2005 – 2008
ADMISSION CORPORATION

2004 – 2005
IPIX CORPORATION

SUMMARY OF WORK

<http://bit.ly/1iccb4m>

MANAGER OF CREATIVE SERVICES

My original role at IPIX corporation was as marketing designer. As the parent corporation and our media management group went through significant restructuring, I'd taken the opportunity to demonstrate my ambitions in product design. My collaboration with the product development team produced a new product portfolio strong enough to help convince outside investment to back an employee lead spin off.

AdMission Corporation's assets were eventually acquired by ADP (via Cobalt). The applications I'd helped to develop are still in use today.

AFTER HOURS

EFFECTGAMES LLC

GOLDCARTRIDGE LLC

ABSORB

<http://bit.ly/1icfcS4>

CO-FOUNDER

GoldCartridge designed and produced original games for the browser and iOS. EffectGames built games based on a custom DHTML and JS engine that ran in the browser several years prior to the advent of HTML5 and CSS3.

Notable projects includes absOrb, an original game developed for Google's launch of the Chrome Web Store and gameplay design of Pig Rockets, a well received game for iPhone and iPad.

PIG ROCKETS

<http://bit.ly/1h0bqQA>

ADVERTISING DESIGN

1997 – 2003

INFORMATION ARCHITECT / ART DIRECTOR / INTERACTION DESIGNER

Prior to a moving to California, I was continuously employed as advertising designer for various agencies and as freelance in New York and Boston.

THE BARBARIAN GROUP
MINDSEYE

MCD PARTNERSS
AGENCY.COM

The most notable works from my advertising portfolio were all high profile projects where I enjoyed direct collaboration with the client. While I no longer seek agency work, I do try to find these characteristics in the projects I am involved with.

LEGO

<http://bit.ly/1cE3H2B>
(PDF)

SEPHORA

<http://bit.ly/NWualM>
("Beauty Reel")

TIFFANY & CO.

<http://bit.ly/1jU4oKm>
(PDF)

AOL

METLIFE

NIKE

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN

BFA / BARCH DEGREES CANDIDATE

I spent four years at RISD studying architectural design. An email sent to satisfy a curiosity lead to an summer internship and the not-so-slow reveal that a completely different possibility lay ahead.



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