# JAY-AN CHANG
## UI/UX DESIGNER & MARKETING

## CONTACT

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## EDUCATION

**2023- 2025**
**UNIVERSITY OF MELBOURNE**

- Bachelor of Design (UX Design)
  **GPA: 3.73/4**

**2022-2023**
**KING'S COLLEGE LONDON**

- BA Film Studies

## SKILLS

**UX & Research:**

- User Research, Wireframing, Information Architecture Accessibility Design

**Design & Visualization:**

- Figma, Photoshop, Illustrator, Premiere, Canva, Excel

**Marketing & Promotion:**

- SEO, Data Analytics, Video Marketing, Content Creation

## LANGUAGES

- English (Fluent)
- Chinese (Fluent)

## PROFILE

Fueled by a passion for digital storytelling, I bridge marketing strategy and UX design to create experiences that attract, engage, and convert. With hands-on experience across interface design, user research, content creation, and interactive media, I approach every project with curiosity, creativity, and a strong user-first mindset. I enjoy turning insights into compelling narratives— crafting visuals, campaigns, and product experiences that resonate. My work includes co-developing IBM's first mobile SkillsBuild learning platform, where I combined design thinking, branding, and communication strategy to deliver a seamless user journey.

## RELEVANT EXPERIENCE

**UI/UX Designer (Internship)**                JAN, 2025 -JUL 2025

IBM China Corporate Social Responsibility – SkillsBuild Education Initiative

- Conducted UX research with students (users) to understand their needs and behaviours.
- Designed the SkillsBuild WeChat Mini Program interface in Figma.
- Created promotional visuals and UI assets using Photoshop, Illustrator, and InDesign.
- Engaged directly in IBM SkillsBuild workshops to underserved communities across China.

**Event Director**                JAN 2024 - DEC 2025

Melbourne University Taiwan Student Association, Melbourne

- Designed and published promotional social media posts, increasing accounts engaged by **~289%** compared to the previous event.
- Partnered with the University of Melbourne and engaged alumni to host career-related events.
- Coordinated the **largest-ever** Taiwan National Day celebration party as PM, in collaboration with the Taiwan Economic and Cultural Office, attracting over **100 participants**

## PROJECTS

**UI/UX Design**

**<IBM SkillsBuild WeChat Mini Program>**
Pioneered and designed the first-of-kind mobile learning platform launched by IBM on WeChat in China --- a streamlined version of the SkillsBuild platform that offers different online courses, dedicated to develop individuals' professional & technical skills.

**<ClosetCloud>**
ClosetCloud is a peer-to-peer clothing rental platform, like Airbnb for fashion, that helps people access stylish outfits without ownership.

**Service Design**

**<Tech Clinic: Tech Support Service>**
Created design concepts for Tech Clinic's tech support service, incorporating both digital and physical touchpoints. Further developed an accessible chatbot powered by AI and a database to support service delivery.

**Films & Commercials**

**<Ariel Detergent - Commercial Advertisement>**
Filmed and edited a commercial advertisement video for Arial's multi-products (a brand for laundry detergent) with product photo shoots.