

JAY-AN CHANG

UI/UX DESIGNER & MARKETING

CONTACT

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EDUCATION

2023- 2025

UNIVERSITY OF MELBOURNE

- Bachelor of Design (UX Design)
WAM: 79.7

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 Ariel's multi-products (a brand for laundry detergent) with product photo shoots.