

# Jerry Chang

## Product Designer

I'm a product designer with a broad foundation of practical experience and a focus on helping, aligning and unlocking teams.

I believe that creating significant solutions, practices and relationships without trade-offs, is just a matter of finding the right catalysts.

### Skills

Practices	Tools
IA	Figma
UX research	Sketch
UX writing	Abstract
Prototyping	Invision
Visual design / UI	Ps, Ai, Indd
Interaction design	After Effects
Coaching and mentoring	Principle
Art-direction	HTML/CSS
Content creation	Framer

### Career Aims

I'm always seeking larger and more complex design challenges, and a greater capacity coaching others or leading teams. Finding an effective balance between the two is key, as I intend to lift my knowledge as a practitioner, as well as my abilities as a people leader to the forefront of the industry.

### Interests

Street photography, music, travelling, trekking and camping. Right now I'm really into designing and optimising my life (ask me about my life Trello, if you have a few hours to kill).

### Experience & Education

#### SiteMinder

##### Product Designer • Jul 2019 - Present

Strategising, researching and executing product features for a global SaaS product in a tech unicorn.

- Designing complex features and enhancements in a suite of products, through overcoming many tech and UX inter-dependencies.
- Conducting user research, testing and localisation for 4 global regions and 8 languages.
- Coaching peers in UI and interaction design.

#### IXDA Sydney

##### Mentor • Sep 2019 - Present

Both group and individual mentoring of UX designers.

#### Rysen

##### Senior UX/UI Designer • 2016 - 2019

Lead a team of 5 UX/UI designers, across a number of websites, apps and digital marketing projects, in a boutique design agency.

- UX workshops and strategy for large clients including Click Frenzy, Yamaha and Fantastic Furniture.
- Established key design processes including the agency's first design system, design jams, one-on-one feedback and productivity
- Worked end-to-end projects, while directing others.
- Advocate and builder of UX practices/methodologies.

##### Digital Designer • 2011 - 2016

Worked on a wide range of digital collateral including websites, apps, EDM's, marketing banners and logos.

#### (Self-Employed)

##### Freelance Designer • 2008 - 2010

Contract work for a variety of clients – from cosmetics packaging, logos, branding and posters, to a major exhibition for UTS.

#### Creative Cubed

##### Graphic Designer • 2008 - 2010

graphic designer in a fast-paced environment, working primarily in print and digital marketing.

#### UTS - Bachelor of Design in Visual Communications

##### Design Student • 2008 - 2010

Get in touch – [jerry.si.chang@gmail.com](mailto:jerry.si.chang@gmail.com)