

# 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
UX research	Figma
Interaction design	Sketch
IA	Ps, Ai, Indd
Visual design / UI	After Effects
Prototyping	Principle
Leading workshops	Abstract
Coaching and mentoring	Invision
Art-direction	HTML/CSS
Design systems	Framer (in progress)
Content creation	

## Career Aims

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

## Interests

Street photography, travelling, trekking, camping and music. Right now I'm really into designing and optimising my life (don't let me bring up my life Trello, unless 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 parts of a product suite, overcoming many tech and UX inter-dependencies.
- 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

Group and individual mentoring for 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 for large clients including Click Frenzy, Mortgage House and Fantastic Furniture.
- Worked end-to-end projects, while directing others.
- Established key design processes including the agency's first design system, design jams, one-on-one feedback and productivity
- 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)