Joie Chang

UI/UX Designer

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EDUCATION

Springboard UI/UX Design Career Track
September 2021 - August 2022
Certification in UI/UX methodologies and technologies

Massachusetts Institute of Technology
Cambridge, MA
August 2013 - June 2017
Bachelor of Science in Architecture
Cumulative GPA: 4.8/5.0

SKILLS

Design
UI Design
Rapid Prototyping
Sketching
Wireflows
Storyboarding
Illustration

Research
User Interviews
Usability Testing
Affinity Mapping
Data Synthesis
User Journeys
A/B Testing

Leadership
Agile Project Management
Cloud System Architecture

TOOLS

Figma
Photoshop
Premiere
Illustrator
InDesign
Google Analytics
Elasticsearch
Rhino 3D
HTML & CSS
JIRA
K8S
Grafana
Prometheus
AWS Cloud

EXPERIENCE

DIRECTV, El Segundo, CA
Video-on-Demand Lead Architect · January 2021 - April 2022
Senior Systems Architect · September 2019 - January 2021
Systems Architect II · January 2018 - September 2019

- Created low- and high-fidelity UI mockups and collaborated on designing a new Sports Experience hub. The project was launched as part of the Olympic Sports Carousel and drove engagement with the livestreaming content up by 800%.
- Led four scrum teams to deliver innovative cloud-based video streaming solutions. Worked on the end-to-end production software lifecycle, including creating features to balance business needs, developing deployment automation, and building comprehensive monitoring systems.
- Successfully launched DirecTVStream (formerly known as AT&T TV) with new cloud-based streaming services and features, such as Pause/Rewind TV and Cloud DVR, in August 2019.
- Drove the development, testing, and integration of a technical compression solution for Cloud DVR, achieving 6x storage savings and supporting over 4 million customers.

MIT International Design Center, Cambridge, MA
Undergraduate Researcher · Summer 2016

- Designed prefabricated small housing units for disaster relief, in collaboration with Professor Larry Sass.
- Prototyped new wall and joint designs with 3D printed molds and concrete casts.