



KAREN CHANG

karenchangdesign.com

310.951.9795

EDUCATION

University of California,
San Diego (2014-2018)

B.S. in Psychology
Minor in Biology

UC San Diego Extension
(2018-2019)

Professional Specialized
Certificate in Graphic Design

SKILLS

Wireframing

UX/UI

Web Design

Graphic Design

Branding

Illustration

Motion Design

TOOLS

Adobe XD

Photoshop

Illustrator

InDesign

After Effects

Figma

Webflow

Asana

Mac & PC

Multimedia Designer based in San Diego, CA. Driven to create intentional user-centered web, digital and print assets from initial concept to final deliverables. Also comfortable in UX/UI, web and motion/animation design. Currently seeking new opportunities to continue cultivating a career in UX/UI or Product Design.

EXPERIENCE

Visual Designer - Houzz

(August 2020 - Current)

- **WEB DESIGN:** Created about 7 websites per week using **Site Designer**, Houzz's Website Builder platform, tailoring each website to unique brand identities. Spearheaded entire branding process to understand each client's (Pro's) preferences and receive over 90% satisfaction levels by the Pro's first look at the site, saving a tremendous amount of back-and-forth with Pro's.
- **CLIENT CONSULTATIONS:** Facilitated personalized consultations with each client (Houzz Pro), increasing Pro involvement by 153%, while building up Pro relationships and trust.
- **PRODUCT DESIGN:** Worked alongside designers, software engineers, and project managers to improve website builder tool through feedback, prototypes, and wireframes. Increased user engagement on website builder tool by redesigning key features.

Designer - Raindrop Marketing Agency

(February 2019 - Current)

- **GRAPHIC DESIGN:** Designed high volumes of custom menus, emails, advertisements, and print assets to drive engagement and sales for multiple clients simultaneously across multiple industries under tight deadlines.
- **WEB DESIGN:** Collaborated with brand managers and web developers to create unique website designs for multiple restaurants, promoting increase in website interaction and customer visits.
- **MOTION DESIGN:** Independently created social media assets & GIFs to fully animated videos for clients from a given script.
- **PHOTOSHOOTS:** Assisted in prop/food styling and creative direction with teams of photographers and brand managers.
- **LEADERSHIP:** Facilitated creative team meetings for growth and learning, and took ownership over committees dedicated to employee well-being.

Designer - Lighthouse Bible Church, San Diego

(2017 - Current)

- **GRAPHIC DESIGN :** Worked with designers & web developers to create print collateral, branding, apparel design, social media/webpage posts. Deliverables were sent to events of 300+ attendees. Creating a cohesive branding guidelines for churchwide use overall.

Freelance Design - Graphic Design/Illustration

(2015 - Current)

Branding/Logos, Illustration, Hand Lettering, Murals, Print/Digital Collateral.
Website Design, Apparel Design