LUWIN CHANGCO

(201) 381-8737

luwinchangco@gmail.com

www.luwin.design

EXPERIENCE

Designer
OwnBackup
Fort Lee, NJ
Jan 2018 - Present

- Lead designer responsible for company's brand consistency in regards to all aspects of design
- Transformed complex concepts and products into visually pleasing, understandable marketing material for customers and prospects, including eBooks, newsletters, presentations, brochures, and animated videos
- Managed company website and designed updates for improved user experience and SEO - utilizing Hubspot and manual coding
- Art directed the creation of company trade show booth, including booth interior design, custom giveaways, social media assets, event landing pages, and branded print collateral - all of which helped the company exceed its pre- and post-event pipeline goals
- Created social media content for pre-launch marketing campaign resulting in a 16% increase in new followers and most engaged Twitter posts
- Autonomously worked in fast-paced startup environment while successfully balancing multiple projects and consistently meeting deadlines

UX/UI Design Intern
Toymail
New York City
Oct 2017 - Dec 2017

- Redesigned responsive web pages, including Toymail homepage, shop page, and support page to reflect company's rebranding initiative
- Executed designs for social media content, digital advertising, emails, catalogs, and brochures
- Improved company's visual style and ensured consistent application through all design deliverables
- Presented work to CEO and VP of Marketing throughout each step of creative process

UX/UI Design Apprentice
Bloc, Inc.
Remote
Dec 2016 - Aug 2017

- Completed a 500+ hour, project-based online mentorship program focused on UX/UI design
- Analyzed competitors, crafted user surveys, and conducted interviews for creation of personas, user stories, user requirements, and user flows
- Designed low to high fidelity wireframes and prototypes for iOS application and responsive website
- Conducted user testing to iterate and validate design decisions
- Defined and created brand identities – brand name, logo, and style guide

Assistant Computer Lab Supervisor
Rutgers University Office of Information Technology (OIT)
New Brunswick, NJ
Sep 2014 - Sep 2016

- Designed digital and print advertisements to market OIT services throughout 18 different computer labs
- Developed curriculum and served as lead instructor for Adobe Illustrator and Photoshop classes
- Supervised a staff of over 70 lab consultants and over 300 computers at 5 locations
- Responsible for staff development, hiring, and event coordination

EDUCATION

Sep 2013 - May 2016

Rutgers University, New Brunswick, NJ

B. A. in Biological Sciences, Minor in Art History
GPA: 3.4/4.0

LUWIN CHANGCO

(201) 381-8737

luwinchangco@gmail.com

www.luwin.design

TOOLSET

UX Design Process:
User Survey
User Interviews
Personas
Competitive Analysis
User Flows
Sketching
Wireframing
Prototyping
Usability Testing
Branding
Typography
Color Theory

Design Tools:
Sketch
InVision
Balsamiq
Adobe Illustrator
Adobe Photoshop
Adobe XD
Adobe InDesign
UsabilityHub
Keynote
Adobe After Effects
Adobe Premiere

Web Development:
HTML
CSS/Sass
JavaScript (basic)
Git/Github
Bootstrap