

# Melissa Chang

[melishelchang@gmail.com](mailto:melishelchang@gmail.com) | (669) 278-5193 | [melissaschang.github.io](https://melissaschang.github.io)

## WORK EXPERIENCE

---

### Applications Engineer

*Texas Instruments, Santa Clara, CA*

*Sept 2022 - Present*

- Owned Automotive Ethernet PHY customer support for the Asia region, maintained \$20 million in lifetime net revenue by applying deep product expertise to troubleshoot technical issues, reducing system design costs, and ensuring compliance with industry standards.
- Performed hardware bring-up, Linux driver configuration, power-up verification, and signal timing checks for audio system boards; designed and executed comprehensive test cases to ensure product reliability.
- Led technical demonstrations and presented new product features at trade shows, effectively showcasing the latest advancements and enhancing product visibility and interest from major customers.
- Acted as Applications Lead for new products, managing competitor research, chipset feature definition, test board design, and the creation of product briefs, reference designs, datasheets, and application notes.
- Defined project scopes for interns and provided supervision, mentorship, and training, ensuring successful project execution and fostering professional development.
- Organized and delivered technical training sessions to field engineers and customers about how to utilize and apply our products, ensuring seamless transition to Texas Instrument products.
- Authored and published application notes, datasheets, and software implementation guides to enhance customer understanding and assist with product integration and deployment.

### Product Marketing Engineer Intern

*Texas Instruments, Santa Clara, CA*

*June 2020 – Sept 2021*

- Created comprehensive technical documents, how-to video clips, and sales collateral for Ethernet PHY products, enhancing customer understanding and supporting the sales team.
- Wrote scripts in VBA and Python to automate the creation of graphs and reports from sales data, streamlining the analysis of customer base trends and improving reporting efficiency.
- Conducted business analysis and a thorough review of the competitive landscape and developed strategies to address product gaps, leading to improved market positioning and strategic decision-making.

### Volunteer

*Develop for Good*

*Jan 2021 - April 2021*

- Designed and developed a toolbar in HTML/CSS which allowed users to sign petitions.
- Set up a “Donate” button using the ActBlue API to receive donations to fund the website.

### Marketing Intern

*Logos*

*Sept 2020 - Jan 2021*

- Developed, managed and led paid ad campaigns on Facebook, improving ad click-through rates by 5x.
- Created and implemented funnels in Google Analytics to analyze digital ad conversion rates.
- Recruited new writers to the platform, boosting turnover rates by 20% and contributing to a more dynamic and engaging content environment.
- Conducted surveys with writers and subscribers to make recommendations on how Logos can provide diverse, reliable, and open political engagement amid political polarization.

### Business Applications Intern

*Trend Micro, San Jose, CA*

*June 2018 - Sept 2018*

- Developed a prototype application in Python connecting Salesforce with Dialogflow API to allow company members to perform Salesforce tasks with their voice assistant devices.

## TECHNICAL SKILLS

---

- Programming/Scripting Languages: C/C++, Python, MATLAB
- Operating Systems/Platforms: Linux/Unix, Windows, Git
- Other: Networking Fundamentals, Basic Front End Web Development (CSS/HTML/Javascript)

## EDUCATION

---

Bachelor of Science in **Electrical Engineering**

*University of California, Los Angeles, GPA: 3.76/4.00*

*June 2022*