NANCY CHANG

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EDUCATION

Springboard
UX Design Career Track
Jan 2019 - Sep 2019

University of California, Berkeley
Bachelor of Arts, Computer Science
Aug 2014 - Dec 2018

SKILLS

Tools
Sketch, Figma, Adobe Illustrator,
InVision Studio, Principle

Programming Languages
HTML, CSS, JavaScript, Java,
Python, React Native (learning)

Methodologies & Practices
Scrum, Agile, User Research, Sketching,
Wireframing, Prototyping, Usability Testing,
User Interviews, Information Architecture

AWARDS

MIT COVID-19 Challenge: Beat the Pandemic
April 2020

- Top 4 winner of virtual hackathon addressing impact of quarantines and how it affects mental health and quality of life
- Spearheaded design of time-banked online skills exchange platform where people can connect virtually to teach, share, and learn

UC Berkeley Modo Ideathon
April 2019

- 3rd place winner mobile app that improves connectivity on campus through digital storytelling

WORK EXPERIENCE

Seventh.ai   Nov 2019 - present
UX Designer & Researcher (part-time)

- A seed stage software startup focused on developing a platform that uses artificial intelligence to simplify patent application filing
- Conducted 20+ user interviews and gathered insights to better understand users' pain points regarding intellectual property protection
- Ran experiments to validate or invalidate hypotheses in order to identify our target market

MultiMeet   Aug 2019 - Sep 2019
UX Designer

- A Berkeley SkyDeck startup building a software tool that utilizes optimizing algorithm to generate best schedule considering complex rules and constraints
- Defined requirements for edit feature; used Sketch and Principle to develop prototype improving personalized experience and customer satisfaction

Marketo, an Adobe company   Jun 2018 - Aug 2018
Software Engineer Intern, ABM

- Leader in CRM lead management that connects marketing to impact with unmatched insights
- Collaborated with five UX designers to integrate Marketo's ABM frontend with Mintigo's predictive marketing platform using ExtJS, HTML, and CSS
- Polled status changes with PHP and AJAX within ICP Modeling to help thousands of CMOs generate marketing leads, build brand value, grow revenue

PROJECTS

FitPact

- Designed a fitness mobile app for users to make pacts with friends, earn rewards, and maintain accountability and motivation
- Analyzed insights from 42 survey responses, 5 user interviews, 8 usability tests and multiple A/B tests to build a prototype using Sketch and InVision Studio