Rachel Chang
Designer

rchlchang@gmail.com
rachelchang.net
(510) 676 - 7167

Experience

Bluewolf
[Graphic Design Intern – June 2016 to August 2016]
Created internal and external facing collateral distributed for a variety of channels, including events, digital marketing, and social media, ensuring that brand experience was consistent throughout.

Symkala
[Visual and Experience Designer – June 2015 to June 2016]
Established branding and visual language, designed workflow journeys, and prototyped interfaces and interactions for managing, analyzing, and visualizing structured and unstructued data

Design Patterns in Online Math Tutors
[Research assistant – June 2015 to October 2015]
Sorted through data, analyzed affect values, identified patterns in online math tutoring systems. Utilising a data mining approach, identified problems associated with poor learning outcomes.

Lunar Gala Fashion Show
[Visual Director – Sept 2015 to Present]
Collaborating on establishing the theme, concept, and visual indentity and branding of the show, as well as designing posters, show programs, and other print materials.

University Rowing President
[Jan 2016 to Jan 2017]
Coordinated with board, team, coaches, alumni, and university administration to ensure team's growth. Previously led finance team as treasurer, balancing a budget over $20,000.

Education
Carnegie Mellon University
BFA in Communication Design
Human Computer Interaction minor
Pittsburgh, PA May 2017

Skills
Visual design
Research methods
Adobe Creative Suite
CSS/HTML
Python
Mandarin
Principle
Sketch

Awards & Honors
Szylinski Blue Sky Thinking Award
Dean's List Spring & Fall 2016

Projects

Learner Experience Design
[UX/UI, Instructional Design – Jan 2017 to Present]
Working with a client to build a chatbot that improves financial literacy and empowers individuals to make financially sound decisions.

Knowledge & Power
[Design Research – Dec 2016 to Present]
Researching and writing about how designed digital experiences and products express and sustain power structures, conceal processes, and influence user agency.

I Lived, We Live: What Did We Miss?
[Visual Design – Jan 2017 to Present]
Collaborating with the community of Hazelwood to design a space that explores how loss affects a community's memory and growth