Carolina Chang

Product Designer | Design system

http://carolchang.com/

carolch86@gmail.com
Toronto, ON - Canada

EXPERIENCE

Questrade Financial Group

Senior design system designer | Jan 2025 - Present
Intermediate design system designer | Apr 2023 - Jan 2025

- Worked as part of Questrade's Design System team, contributing to the development and maintenance of reusable components for products like Customer Portal and QuestMobile.
- Responsible for creating design tokens, establishing consistency and scalability to enable multiple theme creation across products, saving +8 months of timeline for new platforms like Atlas Trading.
- Responsible for updating existing components with accessibility considerations, improving usability and making them more accessible for other designers across the team.
- Collaborated with product and engineering teams to ensure seamless component implementation and alignment across design and development workflows.
- Facilitating the adoption and documentation of the Design System across various squads and initiatives.
- Collaborated on qualitative and quantitative research initiatives to gather user feedback, identify pain points, and guide design system evolution.

Tuuthfairy

Product Designer (freelancer) | Nov 2022 - Nov 2024
Shaping and designing dental insurance system; responsible for enhancing the User Interface and experience.

Mango X

Product Designer | Jan 2022 - Oct 2022
Built design language and branding across the products and platforms. Led and managed the design process and drove product decisions with product stakeholders

Vizir Software Studio

Product Designer | Nov 2019 - Jan 2022
UX/UI Designer | Mar 2015 - Nov 2019

- Product designer for beginning to end: doing the discovery process and ideas that form new products using quantitative research, user personas and user journey; created and experimented features for the product or evolving existing solutions. Created wireframes, UI design and prototype.
- Contributed to building a white-label product design system from the ground up through initial stakeholder discussions and alignment sessions
- Mapped existing components and created design token architecture to establish scalability and consistency across the product
- Collaborated closely with Product Managers, Product Owners, and development teams throughout implementation
- Enabled time savings for all teams working on the white-label product by providing reusable components and clear guidelines
- Responsible for all the steps of a Design Sprint to improve a product for the fleet management of company vehicles along with the stakeholders including card sortings, user flow, sketching, wireframing, and prototyping mockups.
- Responsible of all the steps of the whole UI/UX process for a big e-commerce company in which the sale is of cards for employees with nutritional, cultural and transport benefits. My work consists in designing wireframes, creating workflows, wireframing, a/b tasting, user research, prototyping and usability testing. Proposed different solutions with high-fidelity wireframes based on multiple user profiles and scenarios.

Naked Communications Brazil

Web art director | Aug 2013 - Dec 2014
Our main project from a client was their sales focus from a new visual communication, designing and updating campaigns and interfaces.

Royal Pixel

UI Designer | Jun 2012 - Aug 2013

- Designed the structure and navigation of campaigns and promotions.
- I was responsible for designing a dress-up game app for a well-known teen magazine and eventually won an well-known award at the time (Prêmio Abril).
- Designed the structure and navigation of blogs and web portals.

Zupi Design Editora Cultura e Entretenimento

Webdesigner | Dec 2009 - Jun 2012
Designed and developed websites and newsletter; graphic designer for their art magazine.

EDUCATION

Bachelor of Communication and Multimedia

Pontificia University Catholic of Sao Paulo (PUC-SP)

Brazil | 2007 - 2010

Skills
Design system
Accessibility (WCAG)
UI/UX Design & theming
Design tokens & components
Cross platform design
System governance and scaling
Cross-Functional collaboration

Tools & Technologies
Figma, Jira, Slack, Adobe Creative Suite, Google Workspace

Other Skills
UI/Visual Design, eCommerce, Identity Systems, Agile methodologies, Usability testing, User flow, Lo/fi/ High-fi prototyping

Social
linkedin.com/carolklchang