

# Ruiyang Ray Chang

## Experience Designer

*Dog Parent, Piano Player,  
Chinese Cuisine Home Chef.*

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## EDUCATION

### University of Michigan

#### Master of Science in Information

School of Information  
UX Design and Research  
May 2021 | Ann Arbor, MI

### The Ohio State University

#### Bachelor of Art in Communication

School of Communication  
Minor in Computer Information Science  
May 2019 | Columbus, OH

## SKILLS

### Design

Wireframing  
Style Guide  
Persona  
Scenario  
Storyboard  
User Flow  
Prototyping  
Illustration

### Tools

Adobe Suite  
Figma  
Sketch  
Principle  
InVision  
Origami Studio  
Axure

### Research

Information Architecture  
Competitor Analysis  
Heuristic Evaluation  
Interview / Survey  
Affinity Mapping  
Contextual Inquiry  
Usability Testing

### Technical

HTML / CSS  
JavaScript  
Python  
C# in Unity  
Java  
React

## EXPERIENCE

### UX Designer | July 2020 - Aug 2020

UMSI Career Development Office | Ann Arbor, MI

- Designed a chatbot conversational experience to help students achieve career success. Proposed project with prototypes greatly valued by clients.
- Collaborated with 20+ stakeholders in each design phase through 6 interviews and 5 usability tests to uncover design opportunities.
- Structured the chatbot information architecture from zero to one. Synthesized research insights and constructed service blueprints.

### UX Designer | Jan 2020 - May 2020

Pilotly + University of Michigan | Oakland, CA

- Redesigned the research platform to help companies create content pilot surveys. Simplified the user flow of data report & export by 30%.
- Identified user needs by researching with clients, including 80+ surveys and 5 interviews. Created design solutions for expert users & novices.
- Created interactive prototypes with 2 iterations. Tested with users and presented user feedback and detailed recommendations to the client.

### Research Assistant | Jan 2018 - Sep 2019

Fluid Earth Viewer Laboratory | Columbus, OH

- Improved usability of an interactive web educational application to boost the interface's accessibility and learnability.
- Facilitated interviews and user testings to identify user needs. Collected 150+ sets of user data from various usability tests.
- Analyzed user data to define the priority for application development with cross-functional teams including scientists, researchers, and engineers.

## PROJECTS

### GroceryAR | Oct 2020

UMSI Graduation Project | Ann Arbor, MI

- Conceptualized and designed an AR grocery shopping application. Conducted competitor analysis and user research to address real needs.
- Iterated on user flows and multiple fidelity prototypes. Demonstrated the design concept with interactive AR prototypes and videos.

### Talkie | Sep 2020

Pervasive Interaction Course Project | Ann Arbor, MI

- Designed a social networking smart device. Proposed design solutions for people who WFH to enrich their restricted social life.
- Iterated on high-fidelity prototypes for smart device voice user interface. Analyzed user pain points through 12 diary studies and 6 usability tests.

### CoolCook | Oct 2019

Adobe Creative Jam Finalist Project | Ann Arbor, MI

- Designed a mobile app to raise awareness of climate change through daily cooking. Won top 10 among 60+ teams across USA & Canada.
- Monitored fast-paced project plans and adapted agile practices to deliver a design MVP within 48 hours.