

# KATE CHANG

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*An adept collaborative UI/UX designer, blending past design & production experience in product development, excels at simplifying intricate concepts and achieving a user-friendly experience through exceptional organization and prioritizing skills.*

## EDUCATION

### *Bachelor's in Business* **Beijing Foreign Studies University**

JAN 2012, Beijing, CHINA

- Graduated with Highest Honors
- Received National Scholarship given to students with highest academic excellence

## SKILLS

### *Design*

UI/UX Design, User Flows, Prototyping, Information Architecture, Mockups, Wireframing, Visual Communication

### *Traits*

System Thinking, Cross-Functional Collaboration, Communication, Strategic Planning & Execution, Responsible & Reliable

## TOOLS

*Figma, Adobe Creative Suites, Microsoft Suites*

## LANGUAGES

*English, Korean, & Mandarin*

## EXPERIENCE

### **UI/UX Designer | Torrid**

City of Industry, CA | June 2022 – Present

- Collaborate closely with cross-functional teams including UX designers, product managers, and developers to create visually stunning and intuitive user interfaces.
- Design responsive web and mobile interfaces that prioritize usability and accessibility while maintaining aesthetic appeal.
- Develop and maintain a consistent visual language and design system that aligns with brand guidelines and enhances user engagement.

### **Freelance Product (UI/UX) Designer | WG**

Anaheim, CA | February 2024 – Present

- Solo product designer focused on building a user-friendly web platform out from scratch.
- Engineered an inclusive and accessible design to accommodate not only the target users but also potential audiences.
- Worked closely with software developer to address critical business and usability issues upfront.

### **Senior Production Designer | Torrid**

City of Industry, CA | November 2015 – May 2022

- Partnered with teams of designers, product developers, and art directors to create quality print designs that bring to life the company's visual identity across all touchpoints.
- Supervised junior artists to become integral parts of the creative team with refined, efficient processes and compelling art concepts.
- Elevated brand image by developing on-trend art that differentiated the company from competitors and generated increase in sales that led to double bonus in the year end.

### **Graphic Designer | Colosseum Athletics**

Compton, CA | February 2012 – December 2013

- Researched and presented seasonal graphic ideas in trend meeting
- Designed graphics for Active wear major key accounts such as Pixar (Monster's University), Macy's, and Finish Line