

# SAMUEL CHANG

## USER EXPERIENCE DESIGNER



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## SUMMARY

User experience design should always start and end with the user. With that said, I believe that user-center design requires a deep empathy and passion for people. I am always striving to understand the needs of the user and excited about the endless ways to delight and surprise them.

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## > WORK EXPERIENCE

Q-Cigarettes, Inc.

April 2015 - April 2016

### USER EXPERIENCE DESIGNER

Helped develop the Q-Cigarettes App. Acquired by UCLA in March 2016.

- Participated in the ideation phase where I met with stakeholders to conduct usability planning.
- Conducted user interviews
- Created user personas, initial wireframes and user flow diagram.
- Currently conducting user tests to refine our app.

## > EDUCATION

Bachelor of Arts

2014 - 2017

### FINE ARTS (DESIGN); MINOR IN WEB TECHNOLOGIES AND APPLICATION

University of Southern California

## > USER-CENTERED METHODS

Site Maps, Wireframes, Usability Testing, Heuristic Evaluation, User Interviews, Personas, Competitive Analysis, Paper Prototyping

## > TOOLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Keynote, Axure RP, Sketch, working knowledge of HTML, CSS and Javascript (jQuery and Bootstrap libraries)

## > CASE STUDY

Q-Cigarettes portfolio available upon request