

# TINA CHANG

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[HTTPS://TINA.FISH](https://tina.fish)

## Education

### San Francisco State University

Visual Communications Design, BS

August 2015 - May 2019

## Tools

Illustrator      InDesign      HTML/CSS      Marketo      XD/Sketch/Figma  
Photoshop      After Effects      JavaScript      Drupal

## Expertise

user-centric design      market strategy      low fidelity & high fidelity prototyping  
web & mobile design      brand development      digital illustrations & graphics  
design research      wireframing & user flows      project management

## Experience

### Web Designer

June 2019 - Current

#### Bio-Rad Laboratories

- Partnered with internal clients to launch marketing campaigns for product releases, education, awareness
- Lead the production of digital materials— landing pages, emails, webinars
- Built flows in Marketo to capture MQLs for Salesforce and analytics
- Collaborated with teammates to drive consistent branding across campaigns
- Used Drupal to maintain product pages across various divisions
- Developed the Widget Library, a web application for sales to take customer communications to the next level (See Projects below for more details)

### Design Intern

May 2018 - November 2018

#### LW Consulting

- Designed the user interface for a web application to manage lead generation portals for a Fintech company operating in the mortgage space
- Designed various interfaces and user flows of the web application based upon multiple rounds of user testing
- Designs resulted in a web application that was able to automate several previously time consuming processes in an easy-to-use workflow, some tasks saw a 500% reduction in time

## Projects

### Widget Library

2020 - Current

<https://tina.fish/widgetlibrary> »

The Widget Library is a web application I built at Bio-Rad. It helps sales representatives quickly build personalized and targeted communications for their customers by providing them with a library of interactive marketing materials that link to Bio-Rad landing pages. They no longer have to download, save, and organize marketing graphics. The materials are all in one place and always up to date.

### Pathways to Success

2018 - 2020

<https://tina.fish/pathwaystosuccess> »

Pathways to Success is an educational program for 8th graders run by faculty members of the University of Southern California (USC) and the American Institute for Research (AIR). I was subcontracted by Wrasse LLC. to design and build:

- The landing page and branding to engage schools interested in the program
- An educational platform and a dashboard for schools participating in the program