

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

Bay Area, California • tinaamy.chang@gmail.com • 714 - 515 -2475
UI/UX/Product in Fintech Web App Development

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	Webflow

Expertise

product development	market strategy	rapid prototyping
web & mobile design	brand development	digital illustrations & graphics
ux research	wireframing & user flows	project management (scrum)

Experience

Head of Product

Curant (formerly Freightpay)

November 2021 - Present

Curant is a small B2B SaaS seed-stage startup in the freight finance industry. Started as the sole designer at Curant, became the Head of Product.

Design (Visual, UI/UX/Product, Graphic, Marketing) & UX Research

- Conducted user interviews and researched product problems to translate business goals into design deliverables in Figma or Design Spikes
- Designed and maintained various marketing materials (websites, mini-campaigns, infographics, decks, and emails) that effectively communicates the brand message to the target audience

Customer Support & Onboarding

- Assisted in Customer Support by responding to queries and issues. Wrote various Support Articles to document features. Also, took on the role of an onboarding specialist for new customers

Project Management & Product Development

- Led Sprints by utilizing Agile Scrum practices to ensure that projects are completed, often with MVPs. Scopes, priorities, and product decisions are defined and managed using Jira

Frontend, QA, & Release Management

- Supported the Engineering team by coding components in Storybook, fixing frontend bugs, and making various minor changes that align with design system standards for the Curant App. I used ReactJS, styled-components, and TypeScript
- Implemented a short-term solution for the QA process that minimized bugs during releases

Web Designer

June 2019 - November 2021

Bio-Rad Laboratories

- Collaborated with internal clients to launch marketing campaigns for product releases, education, or awareness
- Lead the production of digital materials— landing pages, emails, webinars
- Built flows in Marketo to capture MQLs for Salesforce and analytics
- Used Drupal to maintain product pages across various divisions
- Developed the Widget Library, a web app for sales to take customer comms to the next level

Design Intern

May 2018 - November 2018

LW Consulting

- Designed the user interface for a web app to manage lead generation portals for a Fintech company operating in the mortgage space
- Integrated interfaces and user flows of the web app 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