

# YU-CHENG CHANG

## UX Designer

✉ yuchengc@umich.edu

☎ 7348829880

## PORTFOLIO

yuchengchang.com



Projects: Wearable speaker, Home-care Robot, Home Security Systems, Smart Work applications, Web development, Cross-platform applications, and User Experience Research.

## SKILLS

### UX Design

Persona & Scenario  
Storyboarding  
User flow / cases  
Information architecture  
Interaction design  
Wireframing  
Visual design  
Prototyping

### User Experience Research

Contextual inquiry  
Field study  
Interview and Survey  
Affinity analysis  
User journey  
Heuristic evaluation  
Usability testing

### Development

Web design / development  
Computer vision  
Robotic application

## TOOLKIT

### Advanced

Sketch / Photoshop / Illustrator  
InVision / HTML / CSS

### Intermediate

JavaScript / jQuery / Python / C++

### Beginner

PHP / SQL / Git

## EDUCATION

University of Michigan, School of Information, USA

Master of Science in Information, GPA 4.0/4.0

Apr. 2019

National Taiwan University of Science and Technology, Graduate Institute of Automation and Control, Taiwan, Master of Science, GPA 3.88/4.0

Jun. 2012

National University of Kaohsiung, Department of Electrical Engineering, Taiwan  
Bachelor of Engineering, GPA 3.69/4.0

Jun. 2010

## EXPERIENCE

**UX/ GRAPHIC DESIGNER, U-ARK America Inc. Taiwan & Boston** Apr. 2016 - Mar. 2017

- Oversaw web front-end design, android app interface design, the company's brand image and commercial design with Adobe applications.
- Supported the featured APP, GuessGas, which won the Second Place of 2016 Boston University (BU) Summer Accelerator and the Third Place of 2016 Tech, Drugs, and Rock n' Roll at BU.

**UX TEAM LEADER, Wistron Corp. Taiwan**

Sep. 2014 - Aug. 2015

- Set up team's future goals, annual plans, and innovative topics.
- Established an effective work climate: created a work model of cooperation with external and internal teams and increased the efficiency of communication and execution.
- Developed an innovative model for evaluating UX research and relevant projects performance.
- Delegated tasks based on individual talents and executed projects for outstanding results.

**SENIOR UX/ UI DESIGNER , Wistron Corp. Taiwan**

Dec. 2012 - Aug. 2015

- User experience research: Studied user's emotions, values, preferences, responses, and behaviors to gain insights.
- Innovative ideas proposing: Brainstormed novel ideas from the insights of user research, collaborated with member of interdisciplinary backgrounds and constructed new product strategies.
- Interaction/User Interface design: Designed and developed the UI of TV, mobile app, and Web, including information architecture, wireframe, flow chart, front-end, and graphic user interface design.
- Prototyping and evaluation: Made the mockups or simulators for demonstration and evaluated product usability.

**UI DESIGNER , Verthandi Workshop ,Taiwan**

Sep. 2013 - May 2014

- Directed the UX and UI of the android app "Sweet Moment."
- Programmed and integrated front-end codes with team members.

## FEATURED PROJECT

**BYOM - Bring your own mug - UX Designer**

Sep. 2017 - Dec. 2017

Participated in 2018 CHI student design competition. Created a holistic solution for motivating more people to adopt the eco-friendly lifestyle of using reusable mugs by observing users' behavior and interview. Optimized the final design through iterative design method.

**PokeMeal - Meal sharing application - UX Designer**

Sep. 2017 - Dec. 2017

Conceptualized a gamified meal sharing mobile app by exploring user needs. Created digital prototype through iterative design approach.

**Connect Space - Event management system - UX Consultant**

Sep. 2017 - Dec. 2017

Recommended potential solutions to Connect Space for problems discovered through contextual inquiry and affinity analysis to improve their web design.

**MUSIC WRAP - UX Designer**

Aug. 2013 - Jan. 2015

Created a transformative and wearable speaker for outdoor activities through usability study and user-centered design process.

## HONORS

**IF DESIGN AWARD 2015, DESIGN EXCELLENCE - MUSIC WRAP**

2015

**THE PILOT OVERSEAS INTERNSHIPS - FELLOWSHIP**

2012

Sponsored by Ministry of Education Taiwan

**2011 YOUTH AMBASSADOR**

2011

Ministry of Foreign Affairs, Taiwan