


Michelle Chang

UI/UX DESIGNER | PRODUCT DESIGNER

CONTACT

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ABOUT ME

UI/UX Designer with a B.A. in Art from UCLA who believes in an easygoing, dedicated, and fast approach towards simplifying user experiences. I have a visual design background and experience working for a crypto startup building an MVP. I'm passionate about applying visual principles to build aesthetically appealing, intuitive designs for users.

SKILLS & TOOLS

Usability Testing	Prototyping	Figma
User Interviews	Wireframing	Miro
Market Research	Design Thinking	Marvel POP
A/B Testing	Mobile and Web Design	Adobe
Competitive Analysis	Information Architecture	Photoshop
User Surveys	Design Sprints	Adobe
Social Media Strategy	Visual Design	Illustrator
MVP	Storyboarding	HTML
Product Education	User Flows	CSS
		JavaScript

LANGUAGES

English
Korean
French

EDUCATION

UI/UX DESIGN CERTIFICATE

Springboard 2021-2024

An industry mentor-led course, with 700+ hours of work in user experience and user interface design. Completed 4 UI/UX design projects.

B.A. - ART

UCLA 2017-2021

Focused on visual communication and a mastery of technical and conceptual abilities and involves intensive education in the formulation of ideas, problem solving and artistic skill and development of the individual style and viewpoint. My coursework in the program focused on topics such as Advanced Painting and Advanced Drawing.

GRAPHIC DESIGN COURSE

Self-Taught 2020-2020

Took a free tutorial course and used Adobe Illustrator's vector tool and pen tool to create graphic design pieces. Site: michng.com/othervisualprojects.

UI/UX EXPERIENCE

UI/UX Designer

CryptoScans - Web App (crypto profiling)

JAN 2024 - FEB 2024

- Developed intuitive user experiences by **creating user flows, initial sketches, and both low and high-fidelity wireframes**. Translated client requirements, previous design briefs, and suggestions into **comprehensive design strategies and prototypes**.
- Designed with a team to construct a streamlined experience for business owners researching more about **crypto assets and crypto blockchain strategies** and seeking to trade and to build a new platform.
- Created a web app used for **educating and helping entrepreneurs** to make a decision when investing in cryptocurrency through platforms.

UI/UX Designer

Melody Mixer - Mobile App (music subscription)

AUG 2023 - OCT 2023

- Conducted user interviews** and rigorous **usability testing**, translating insights into low and high-fidelity wireframes and prototypes. Additionally, **curated the brand image and style guide**, incorporating images for a cohesive and engaging user experience.
- Focused on creating a way to help users get **better benefits and more features** by offering **to upgrade to a premium subscription**.
- Made a mobile app that gives people a way to enjoy music by **playing music and discovering new music with a subscribed plan**.

UI/UX Designer

CityPups - Design Sprint Website (dog adoption)

JUL 2023 - JUL 2023

- Effectively **translated research insights** from the team's plan and referenced from other products, to inform the design strategy for a city dog adoption website. **Developed sketches and architectural elements** that closely aligned with user needs and goals, **ensuring a user-centric approach** throughout the design process.
- Designed a **matching quiz** feature and a **dog profile** feature, improved **readability of information**, and helped users feel **100% confident in adoption decision**.
- Created a website to help **people living in cities find right dog to adopt** for their specific needs.

UI/UX Designer

SuggestYou - Mobile App (personalized watching content)

SEP 2021 - MAY 2023

- Spearheaded **user research** efforts, **conducting user interviews** and crafting a **comprehensive research plan**. Synthesized **findings through affinity maps** and **user personas**, guiding design decisions with user-centric insights.
- Provided users with efficient tools to watch and to enjoy personalized streaming content.
- Focused on creating a mobile app to find a way to help users get accurate **watching recommendations** and to discover **new watching content with a community**.

PREVIOUS EXPERIENCE

Logo Designer/Brand Designer

PetitBake

JUL 2020 - JUL 2020

- Created a **brand logo** for a bakery in South Korea by drawing digital illustrations on a tablet and built **high fidelity UX designs**.
- Made **several versions** of logo with different colors and worked with **client** to choose **best version for brand**.

Research Assistant

ChargeltSpot

JUL 2019 - JUL 2019

- Analyzed **data on correlation** between mobile charging station usage and money spent per trip for **B2C electric hardware company**.