

# Jie Chang

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RESEARCH + EXPERIENCE + INTERACTION DESIGN

[Jiechangdesign.com](http://Jiechangdesign.com)

## EDUCATION

### M.S in User Experience Design

University of Toronto  
Sep 2018 - April 2020

### B.S in Management Information System

Iowa State University | Dec 2015  
GPA 3.6/4.0, Cum Laude

## EXPERIENCE

### UI/UX Designer Intern (part-time)

*Ontario Treasury Board Secretariat / Jan 2020 - Apr 2020*

Conducted usability studies and delivered testing report to OPS executive board. Facilitated a design sprint and delivered sitemap and high fidelity wireframes for OPS new search results page.

### Experience Designer (part-time)

*eCampusOntario - SxD Lab / Oct 2019 - Dec 2019*

Conducted user interviews and synthesized user research data to generate insights and design framework. Developed experiential learning documentation of user interface design.

### UI/UX Designer Co-op

*RBC Royal Bank / May 2019 - Aug 2019*

Developed products' UX strategy and information architecture based on user research. Advanced company's HCD practice by establishing user research framework. Coached coworkers in synthesizing qualitative data.

### UX Designer

*1doo Management Co. , Ltd / Jul - Oct 2017*

Conducted user interviews, user research and developed personas to help set up the design process. Conducted extensive usability testing to evaluate the products being created to meet stakeholder and user needs.

### Product Researcher & UX Designer

*New Mainstream Press, Inc - Teamlynks / Oct - Dec 2016*

Conducted user interviews to define problems of current app and led usability testing sessions to iterate on design.

### Marketing/Social Media Specialist

*New Mainstream Press, Inc / Mar - Dec 2016*

Efficiently managed media distribution (newspaper, Wechat), lead generation, advertising campaigns, sales promotion campaigns, publisher relations and collaborative ventures.

### Application Operations Analyst

*New Mainstream Press, Inc - Heygroup / Apr - Jun 2016*

Performed ongoing reporting and analytics of Heygroup App to identify trends and capitalize on unmet market needs.

### Website Designer

*New Mainstream Press, Inc / Mar - Apr 2016*

Design and build company bilingual website site within 3 weeks  
Maintenance of site to provide reliability and functionality.

### Data Research Analyst Intern

*Kingland Systems Corporation / Mar - Dec 2015*

Conducted research on corporations and investment vehicles, using defined procedures to identify relationships and provide validated and credible data.  
Participated in projects to assist the management team in improving automation,

## SELECTED PROJECTS

### UX Designer

*Miki Fitness Club (Independent Project) / Jul - Aug 2017*

Designed, prototyped and tested an application that enables a chain fitness club to improve their group fitness classes booking process.

### Project Manager & UX Designer

*Fanka / Aug - Sep 2017*

Lead a 5 person team to design customer-based web app and client-based management software in a month. There were over 1000+ users purchased the meal cards on the first day; our client was delighted with the sales performance.

### Lead UX Designer

*Towncheer Games / May - Jul 2017*

Towncheer Games is an online gaming community and platform to download games. I lead a online design team to improve product conversion rate and enhance games users' experience.

### Quality Assurance & Business Analyst

*Iowa Asian Alliance / Sep - Dec 2015*

Collaborated with stakeholder across the organization to ensure business and technology alignment. Proposed solutions meeting defined specifications and needs. Tested each feature and function of the website to ensure they meet standards, identified errors, issues and concerns.

## SKILLS

### Research

Affinity Diagramming  
Card Sorting  
Competitive Analysis  
Interviewing  
Surveying  
Statistical Analysis  
Usability Testing

### Design

Prototyping  
Wireframing  
Mockups  
Storyboarding  
Journey Mapping  
Personas

### Tools

Sketch  
Axure  
Figma  
Adobe Suite  
Visio  
Balsamiq  
InVision  
Principle  
ArcGIS

### Programming

HTML  
CSS  
Javascript

## HONORS AND AWARDS

Dean's List Every Year  
Alpha Lambda Delta  
The National Society of Collegiate Scholars  
Certified Apple Sales Professional

## LANGUAGES

Mandarin  
English