Sia Chang

EXPERIENCE

UX Designer & Business Consultant / Ernst & Young

Jul 2022 – Present, New York City, NY

• Collaborating with stakeholders to define project scope and understand client design requirements.
• Leading UX research sessions, including interviews, workshops, and surveys, analyzing research findings and sharing recommendations with other cross-functional teams.
• Creating wireframes, prototypes, and product mockups to communicate design concepts and interactions and improving designs iteratively based on research insights and feedback.
• Working closely with engineers and the product manager to ensure the implementation aligned with the intended design strategy and to ensure a seamless user experience.

Founder & Owner / Xydigital Inc.

May 2022 – Present, New York City, NY

• Leading the ideation, implementation, and launch of clients' projects.
• Driving sprints to assess critical business, design, and development decisions using various metrics and data-driven methods.
• Managing and collaborating with the internal team of developers and designers to ensure successful service delivery and timely execution.
• Developing and maintaining solid relationships with clients and key stakeholders to gather feedback and prioritize product features.

UX Designer & Researcher / Pegasystems Inc.

Jun 2021 – Aug 2021, Cambridge, MA (Remote)

• Rebuilt the navigation bar for the public-facing website, increased the average user satisfaction score from 4.2 to 4.7, and led over 50+ usability testing sessions, including interviews and surveys.
• Restructured information architecture, created the North Star version UI wireframes and mockups of the user notification center, and solved the conflict between design renovation and database system.
• Replaced vague objectives with clear CTAs and fixed unrecognized icons, font sizes, and color contrast, lowered the bounce rate by 14%.

EDUCATION

New York University / Sep 2020 - May 2022
M.S. in Information Technology

University of California, Berkeley / Aug 2015 – Dec 2019
B.A. in Cognitive Science; B.S. in Economics

929.505.6173
siachang.work@gmail.com
www.siachang.com
linkedin.com/in/sia-chang/

AWARDS

10th Place Nationwide
Brand X Challenge 2019, National Experience Design Competition
Apr 2019 – May 2019

2nd Place in UC Berkeley
MODO Ideathon, UI/UX Design Competition
Apr 2019

Industry Knowledge
User research & analysis
Wireframing & prototyping
Information architecture
Interaction design
User interface design
Usability testing
Design thinking
Agile methodology

Tools & Technologies
Figma
Sketch
Jira
Google Suite
Adobe Creative Suite (Photoshop, Illustrator, XD)
InVision
HTML/CSS

Languages
Mandarin (Native)
English (Professional)