Sia Chang

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User Experience Designer
Creates seamless user experiences.

Professional Experience

UX Designer & Business Consultant · Ernst and Young   07/2022 - 10/2023

- Redesigned an internal project management system to support a client at one of the largest entertainment agencies in the US, built the design system, key page UI, and features, including project tracking, financing, searching, document managing, etc.
- Drove cross-functional collaboration to recommend best practices for achieving targeted results and collaborated with new and current stakeholders to identify project scope and define design requirements.
- Navigated UX research sessions by leading stakeholder interviews, facilitating workshops, and delivering surveys.
- Supported 10+ participants at a design workshop focused on collecting critical data, addressing user pain points, and creating journey maps to improve client's current workflows, earning highly positive reviews.
- Partnered with product managers, designers, and developers to develop design strategies and optimized user experience.
- Conducted 30 usability testing sessions to enhance product design by utilizing user feedback and market research to optimize and iterate prototypes, wireframes, and mockups.

Founder & Product Lead · Xydigital Inc.   05/2022 - Present

- Lead the operation of a digital agency providing web design, development, SEO, product design, and UX research services.
- Manage designers and developers and oversee all aspects of website development, including selecting domain names, identifying web hosting providers, installing website build, customizing visual design, conducting SEO optimization, and publishing final deliverables.
- Forge robust client relationships to collect insightful feedback to develop and prioritize new product features.
- Build interactive websites from the ground up and Minimum Viable Products (MVP) desktop apps by developing prototypes, performing user testing, and coding.
- Research user interviews and observations, identify conversion optimization platforms, and adopt Google Analytics to optimize website performance.
- Lead weekly team sprints to analyze complex data, determine business needs, oversee design processes, and influence major decisions to drive client profitability.

UX Researcher & Designer · Pegasystems   06/2021 - 02/2022

- Grew customer satisfaction scores from 4.2 to 4.7 by overhauling Pegasystems' navigation bar design on a public-facing website to improve user experiences.
- Led 50+ usability testing sessions, featuring surveys and interviews, to collect and analyze critical data utilized to optimize final deliverable design.
- Developed and tested UI wireframes and user notification center mockups to optimize North Star performance.
- Enhanced information architecture to increase content discovery through customized personas, user stories, pages, scenarios, metadata, and user progression maps.
- Resolved design renovation and database system problems by brainstorming innovative concepts, building, and testing prototypes, and identifying cost-effective solutions.
- Decreased overall bounce rate by 14% through a clear Call to Action (CTA) launch to deliver interactive UI web and mobile app designs with familiar icons, improved font sizes, and enhanced color contrasts.

Education

Master of Science (MS) - Information Technology, Human-Centered Design & Research, **New York University**

Bachelor of Science (BS) - Environmental Economics & Policy, **University of California, Berkeley**

Bachelor of Arts (BA) - Cognitive Science, **University of California, Berkeley**

User Experience Design Bootcamp - 400 Hours, **General Assembly**

Technology

Figma, Jira, CSS, HTML, JavaScript, InVision, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD), Microsoft Office Suite (Excel, Word, PowerPoint)

Core Expertise

+ User Interface Design	+ Research & Development	+ Data Analytics
+ Information Architecture	+ Product Strategy	+ Creative Leadership
+ Usability Testing	+ Analytical Thinking	+ Team Building