

Ted Chang

Lead Product Designer

I specialize in the hands-on development of end-to-end UX solutions, leading cross-functional collaboration for user needs and business outcomes.

WORK EXPERIENCE

Candy Digital

Lead Product Designer • 2021 – 2023

Founding team member that established cross-functional UX processes, implemented a unified design system, and ran creativity workshops.

- Created end-to-end UX journeys for gamification, loyalty, and retention campaigns for Candy's web3 e-commerce platform.
- Led the design process and advocated best practices to drive outcomes for product manager roadmaps.
- Increased quarterly sales conversions by 27% through my approved user journey and design specs for Candy Collection Challenges.

Citizens Bank

Senior UX Designer • 2020 – 2021

Spearheaded digital transformation efforts to modernize Citizen's banking and student lending services.

- Established a flexible UI design system and implementation strategy for modular promos displayed during the loan origination process.
- Facilitated stakeholder engagement by presenting user research, qualitative data, and simple end-to-end design mock-ups.

Google

UX Designer • 2019

At Google Travel I crafted a simplified UX for hotel searches and bookings within the Google Maps Android app.

- Identified and executed a tailored design initiative catering to niche customer segments and streamlining hotel booking processes.

NBCUniversal

Senior UX Designer • 2017 – 2019

Collaborated with stakeholders and engineers to develop design systems for streaming apps and user-centered product visions for second screen UX.

Thunderclap

Lead Product Designer • 2013 – 2017

Led product design in a fast paced startup environment. I took design initiatives from 0 to 1 by establishing design systems and solution processes.

CONTACT

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EDUCATION

University of Oregon BFA

Multimedia Design

DESIGN SKILLS

Design Process Strategy

Design System Thinking

Wireframing

High Fidelity Mock-Ups

Prototyping

User Interface

UX Journey Mapping

Responsive + Mobile Design

User Research + Testing

Workshop Facilitation

DEV LANGUAGES

HTML, CSS, SCSS, JavaScript,

React, Bootstrap, Tailwind CSS,

Ruby on Rails

TOOLS

Figma, Adobe Creative Suite,

Sketch App, Framer, Webflow,

Zeplin, Visual Studio, ChatGPT