

WENDY Y. CHANG

yuchichang.com

Product / UX Design

ABOUT

A system thinking UX designer with 5 years of experience in designing complex user workflows and framework-level interactions.

WORK EXPERIENCE

Google/ Interaction Designer

APR 2022 - PRESENT (CONTRACT)

Google Cloud Platform - Improving UX for the Google Marketplace SaaS and VM deployment console.

- Optimized time-to-deploy hours for developer flows in 4 product areas.
- Conducted usability testing for 5 key features to reduce error rate.
- Simplify complex user workflows and build framework-level interactions.
- Collaborated with 10+ PM, design, and engineers to prioritize vision into 2023 Q1-Q2 roadmaps within 3 workshops.

Samsung Electronics America / UX/UI Designer

AUG 2021 - APR 2022 (CONTRACT)

B2B E-Commerce - Revamped the buyer console UX with the business goal of increasing checkout conversions.

- Designed new checkout patterns that targets top 3 user abandon risks.
- Designed cross-platform features (including desktop, mobile web, and native Android) to reduce enterprise buyer barriers in procurement and follow-up orders.

Automotive UX / Sr. Product Designer

JAN 2017 - MAY 2019

- Music streaming app - Designed multi-modal experiences to engage drivers which was showcased at [Frankfurt IAA 2019](#). Client: Byton
- Commuter Service Platform iOS app - Shipped a MVP iOS app for enterprise ride-sharing management. INJOY® infotainment system - Define the roadmap and shipped driver-facing features in car OS systems. (~ 200k units were sold in 2019). Client: Guangzhou Automobile Group

Teams Design / Jr. Interaction Designer

2015- 2017

Smart home appliances - Crafted and prototyped device screens for multi-modal interaction. Led discovery and ideation workshops with clients to align product visions.

RELATIVE EXPERIENCE / 2020-2021

Carnegie Mellon University, MHCI Lab / UX Researcher

JAN 2020 - AUG 2021 (INTERNSHIP / MATERNITY LEAVE)

PIT Airport, MHCI Capstone Project / Interaction Design Lead

JAN 2020- AUG 2020

- Web-based virtual queue app-designed to promote positive engagement tactics using 6+ HCI research methods.
- Surveyed and interviewed 100+ users to generate 5 critical CUIs in partnership with the Allegheny County Airport Authority

CONTACT

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EDUCATION

Carnegie Mellon University

Master of Human-computer Interaction

Berlin-Weissensee Art Academy

Master of Interaction Design

National Cheng Kung University

Bachelor of Industrial Design

SKILLS & TOOLS

UX RESEARCH

Focus Group

Contextual Inquiry

User Journey Map

Card Sorting

Tree Testing

Heuristic Evaluation

Cognitive walkthrough

Prototyping

Usability Testing

A/B Testing

DESIGN

Figma

Sketch

Protopie

Principle

After Effect

Photoshop

Illustrator

HTML/CSS/JS

AGILE

Jira, Confluence

3D MODELING

Solidworks, Keyshot, C4D