KATE CHANG

www.katechang.info
+1 (714) 392-6153
katehbchang@gmail.com

An adept collaborative UI/UX designer, blending past design & production experience in product development, excels at simplifying intricate concepts and achieving a user-friendly experience through exceptional organization and prioritizing skills.

EDUCATION

University of California, Irvine (UCI)
Irvine, California | Sept – Dec 2008

- Undergraduate studies

Beijing Foreign Studies Univ.
Beijing, China | JAN 2012

Bachelor's in Business Chinese
- Graduated with *Highest Honors*
- *Received National Scholarship*

CERTIFICATE

- *Figma UI/UX Design Essentials* [Udemy]
- *Design Rules: Principles + Practices for Great UI Design* [Udemy]
- *UX Strategy Fundamentals* [Udemy]
- *Figma HTML CSS JavaScript in Web Design and UI UX Design* [Udemy]

TOOLS

- *Figma, Adobe XD, Zeplin*
- *Adobe Photoshop & Illustrator*
- *HTML, JavaScript, CSS*
- *Microsoft Suites*

LANGUAGES

- *Korean*
- *English*
- *Mandarin Chinese*

EXPERIENCE

UI/UX Designer | Torrid
City of Industry, CA | June 2022 – Present

- Collaborate closely with cross-functional teams including UX designers, product managers, and developers to create visually stunning and intuitive user interfaces.
- Design responsive web and mobile interfaces that prioritize usability and accessibility while maintaining aesthetic appeal.
- Develop and maintain a consistent visual language and design system that aligns with brand guidelines and enhances user engagement.
- Conducted UX design research from Mouseflow metrics, heatmaps, user session recordings, and Google Analaytics.
- Presented data-driven UX analysis and A/B tests of microsites and landing pages to the Marketing team
- Provided design recommendations based on usability findings and UX design best practices

Freelance Product (UI/UX) Designer | WG
Anaheim, CA | February 2024 – Present

- Solo product designer focused on building a user-friendly web platform out from scratch
- Engineered an inclusive and accessive design to accomodate not only the target users but also potential audiences.
- Worked closely with software developer to address critical business and usability issues upfront.
- Designed digital assets using Adobe CC (Photoshop / Illustrator)
- Designed interfaces using color theory, typography, and UI design patters best practices

Senior Production Designer | Torrid
City of Industry, CA | November 2015 – May 2022

- Partnered with teams of designers, product developers, and art directors to create quality print designs that bring to life the company's visual identity across all touchpoints.
- Supervised junior artists to become integral parts of the creative team with refined, efficient processes and compelling art concepts