

GEORGE CHANG

UX / UI / Product Design | georgechangdesign.com 9178219784 h12312315@gmail.com

EXPERIENCE

Audible Senior UX Designer (2016 - Now)

1. Analyze user interface problems and create on-brand design solutions that meet measurable business goals.
2. Create user-centered designs by analyzing market trends, technical constraints, opportunities, and usability findings.
3. Work closely with the Business Team to develop use cases and high-level requirements.
4. Create process flows, experience maps, wireframes, and visual design mockups to effectively conceptualize and communicate detailed interaction behaviors.
5. Provide designs that address web, mobile, tablet and ten foot user interface innovations.
6. Partner with development teams to build experience.
7. Provide appropriate design specifications, create assets and review finished interfaces.

Crowdtap Senior UX Designer (2016)

1. Create customer-facing product on desktop and mobile web.
2. Develop experience with device-based information architecture and apply usability principles and testing techniques.
3. Deliver wireframes, lo-fidelity, interactive prototypes and final assets to teams.
4. Set up live web AB tests via Optimizely and iterate design based on actual data for customer behavior. Work with UserTesting.com to learn deeper and qualitative user feedback.
5. Use design software Sketch and Adobe Creative Suite to create mockups and style guides using visual design and

CheapOair UI / UX Designer (2014 - 2016)

1. Lead the membership program and set up an overall structure for member experience across platforms
2. Create wireframes, user flow and competitor analysis for consumer web, new web app and smart watch application.
2. Design transactional applications across web and mobile, from concept and information architecture to final UI.
3. Built high fidelity prototypes on inVision and functioning website prototypes and designed interface mockups and advertising materials.
4. Set up AB-testing projects with html, css and jQuery for new features on Optimizely.
5. Create motion graphics piece on company growth for annual event.

Vectorform Designer (2014)

1. Prepare polished presentation decks for new projects based on business directions.
2. Create user flow for customized app on Google Glass and illustrated user journey sketches for automobile projects.
3. Participate in technology research and competitor analysis for new collaborative projects.

HTC Interaction Designer (2012 - 2013)

1. Research on design trends and build high quality mobile interfaces for look and feel.
2. Create motion graphics demo as prototype to demonstrate user flow.
3. Plan and build production PSD files and deliver assets to tech based on Android rendering principles.
4. Illustrate sketches and user journey diagrams for new features of a local mobile app.

EDUCATION

Parsons the New School for Design (Graduate class of 2014)

MFA of Design and Technology