

JASON CHANG

Senior Product Designer specializing in AI-driven experiences and multi-brand design systems. Recent work spans conversational AI agent features, design system alignment accelerated by AI, and post-order experiences across a multi-brand product environment.

CORPORATE EXPERIENCE

Inspire Brands

Senior Product Designer - A.I. Experiences | JAN 2026 - PRESENT

- Mapped out an AI agent feature within ChatGPT for Buffalo Wild Wings, resulting in an increase in GEO by 24%.
- Designing Voice AI functions as a multi-brand feature to potentially increase 28% in usage across all restaurant apps.

Senior Product Designer - Post Order & Fulfillment | APRIL 2023 - DEC 2025

- Led delivery plus fulfillment experiences to US customers domestically through internal systems increasing transaction volumes by 35%.

Senior Product Designer - Sonic Migration | MAR 2022 - APRIL 2023

- Led full redesign of Sonic restaurants on APP and web. Released early 2024 with \$1.2 million in growth since release.

Publicis Health | Saatchi & Saatchi Wellness

Senior Product Designer - Design Systems | JAN 2021 - MAR 2022

- Designed and launched an internal design system according to client's guidelines and components. Reduced time on iterations by 30% for designer handoff.

AT&T

Senior Product Designer | OCT 2020 - DEC 2020

- Implemented a new landing page for all AT&T employees within the organization, resulting in 70% conversion of tasks.

American Express

Associate Product Designer - Loyalty & Benefits | JUL 2019 - JAN 2020

- Launched new initiatives servicing AmEx Loyalty and Rewards members. Shipped Small Business Saturday, leading to 1.2 billion impressions.

EDUCATION

UC San Diego – Bachelor of Arts | Visual Media

SKILLS

Claude Code, Figma, Figjam, JIRA/Confluence, ChatGPT 5, Cursor, Gemini, Github, Gitlab, Microsoft Copilot, User Testing