Jason Chang

Product Designer

Over 6 years of professional experience designing interactive end-to-end user flows through product strategy, AI tools, and user research. Experienced with B2C and B2B in finance, entertainment, QSR, and telecommunications.

Email
motivcreate@gmail.com

LinkedIn
linkedin.com/in/jason-chang38

Work experience

Lead Product Designer
Inspire Brands, Mar. 2022 - Present

Successfully led redesign migration for SONIC restaurants to increase conversion and adoption by 80%. Collaborated with organization managers on refining processes for UX and Product to streamline 1500+ features and 20+ design tools.

Senior UX Designer
Publicis Groupe | Saatchi & Saatchi Wellness
Jan. 2021 - Mar. 2022

Revamped website flows and I.A.'s for Abbvie brands, reducing bounce rates by 30%. Conducted UX training sessions on accessibility best practices, resulting in a 30% improvement in business understanding.

Senior Product Designer
AT&T, Oct. 2020 - Dec. 2020

Redesigned employee's homepage platform through using existing design system; reduced bounce rates by 40% and increased leads by 15%.

Product Design Consultant
Mammoth Advertising, Feb. 2020 - Mar. 2020

Led design strategy and execution for a digital campaign project.

Product Designer
American Express, Jul. 2019 - Jan. 2020

Designed and launched AmEx's portfolio of Loyalty and Benefits products through design strategy and usability testing, resulting in 25% higher engagement.

Education & Learning

Bachelor's of Arts | Visual Media
UC San Diego, 2011-2015

Certification
IBM Enterprise Design Thinking, Mar. 2020

Certification
IBM Team Essentials for AI, Mar. 2020

Skills

Research/Product Thinking
Business Analysis
UX Research
User Testing and Validation
Customer Journey Mapping
Information Architecture
Defining Product Specifications
A/B Testing
Accessibility

Technical Design
Prototyping
Interaction Design
Visual/ UI Design
Design System Development
Design Sprints

Tools
GenAI Tools
  • ChatGPT
  • Google Bard
  • Midjourney
  • Microsoft Copilot
UserTesting.com
Figma
JIRA
HTML & CSS Inspector