

# TEA CHANG

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## EXPERIENCE

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### Lead Product Designer - SeeAround.me (Contract) Nov 2017 - Current

- Led a team of four designers through agile project sprints to redesign the newsfeed experience.
- Created low and high-fidelity wireframes and validated UX flows with rapid user testing.
- Led creative direction to define new style guide and high fidelity mockups for prototyping.
- Identified user flow pain points to restructure architecture by synthesizing existing user research.

### Product Designer - Finery (Contract) Nov 2017 - Jan 2018

- Led the component design for a mobile first responsive web dashboard.
- Audited existing web interface to develop a design system with consolidated visual language.
- Developed dashboard prototype to increase user engagement with existing features.
- Ideated with sketches and wireframes for integrating wardrobe features into a dashboard.

### User Experience Designer - Laughly formerly Laugh Radio (Contract) Nov 2017 - Jan 2018

- Synthesized competitive analysis of media platforms to consolidate actionable design ideas.
- Led low fidelity team of 8 with a lean Design Studio session to develop sketches and wireframes.
- Designed low fidelity solutions to align with business goals for new content monetization model.
- Worked with user researchers and user feedback to iterate on low fidelity design solutions.

### Visual and UX Designer - SeeAround.me (Contract) Oct 2017 - Nov 2017

- Redesigned the onboarding flows, visuals, and copy to increase user engagement and clarity.
- Created new category iconography to align with updated visual language of the app.
- Conducted rapid usability testing with wireframes to inform high fidelity direction.

### Brand Specialist - Amazon.com, Inc. Aug 2016 - Sep 2017

- Redesigned the Jewelry business deck to unify with Amazon's professional branding style guide.
- Led Jewelry Prime Day initiatives such as the creation of a scalable demand spike tool.
- Built a robust, configurable SQL-Excel pricing calculator to reduce promotional planning friction.
- Designed a comprehensive, dynamic SQL dashboard to facilitate access to promotional reporting.

## EDUCATION

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### University of California, Berkeley May 2016

B.A. Media Studies *magna cum laude* focusing on the psychology of human behavior, virtual communities, and interaction with new media.

## OTHER

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### Design Consultant - Tradecraft Oct 2017 - Jan 2018

Consulted full-time for various startups based in Silicon Valley. San Francisco, CA

### Content Creator, Amazon League of Legends Aug 2016 - Jun 2017

Designed and managed a weekly e-mail newsletter for 400+ Amazonians of the League of Legends (video game) community. Seattle, WA

### Skills and Tools

Design Strategy, Wireframing, Rapid Prototyping, Systems Thinking, User Research, Usability Testing, Sketch, Adobe CC, Invision, HTML/CSS, Principle, Abstract, Figma, Data Visualization, SQL, Excel