Hingis Chang

UX Designer/UX Researcher / Artist

Experience

Mar 2021 – Present

UX Designer (BA Team)

Trend Micro, Inc., Taipei, Taiwan

- Enhance 30+ executive stakeholders' experience by iteratively improving Customer Success Services user interfaces.
- Build dashboard style guides and design systems to translate business objectives into polished user interfaces.
- Visualize Marketing data in Power BI and Tableau for Sales team to better analyze and overview purchasing trend

Jan 2022 – Present

Senior Comic/Illustration Artist

The Daily Texan, Austin, TX

- Presented news articles with easy-to-understand illustrations.
- Created weekly running comics series through engaging storytelling and storyboard design skills.

Jul 2019 – Jan 2020

UX Designer Intern

Synology, Inc., Taipei, Taiwan

- Redesigned and revamped an internal platform, which greatly reduced communication friction for 12 designers and 15 product managers.
- Devised and validated user-centered flows, wireframes and mockups based on stakeholder requests, user interviews, back-end data analysis and end-user feedback.

Jul 2016 – Jun 2019

UX Researcher Intern

Trend Micro, Inc., Taipei, Taiwan

- Analyzed user behavior through benchmark studies, online surveys, user interviews and usability testing.
- Collaborated with 20+ members in Consumer Product Team to resolve current product accessibility issues by proposing design strategies and modifying UX flows.
- Facilitated design process by building user personas and design guidelines from user interviews and surveys.
- Led brainstorming workshops to tackle user pain points from user behavior and competitive product analyses.

Projects

Dec 2022

The Secret Ingredients

Audience Immersive Experience Design

an immersive and humanity-illuminating experience that examines the power of food as a tool for cultivating cultural appreciation between international immigrants who have made a home in Texas.

Contact

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Portfolio
https://www.hingisc.com/

Education

2021 - Present

The University of Texas At Austin

Master of Science,

Information Studies - UX/HCI track

Texas Immersive Institute

2016 – 2020

National Taiwan University

Bachelor of Science,

Bio-Mechatronics Engineering

Skills

User Experience Design
User Experience Research
Visual Storytelling
Usability Testing
User Journey Map
Affinity Diagram
Wireframing
User Flows
Visual Design Mockups
Design Thinking
Accessible Design
Interaction Design
User Interface Design
Quantitative Analysis
Prototyping
Storyboard
Animation
Illustration

Languages

English, Mandarin, Japanese

Tools

Figma, Sketch, Adobe Creative Suite (PS, AI, AE, PR), Maya, Blender, HTML5/CSS3, Power BI, Tableau, Python, Unity, Invision, Procreate