

Xingyao (Sia) Chang

EDUCATION

New York University / Sep 2020 - May 2022

M.S. in Information Technology

General Assembly San Francisco / Jan 2020 - Mar 2022

400 Hours UX Design Bootcamp

University of California, Berkeley / Aug 2015 – Dec 2019

B.A. in Cognitive Science; B.S. in Environmental Economics & Policy

EXPERIENCE

Digital UX Designer Intern / Pegasystems Inc.

Jun 2021 – Aug 2021, Cambridge, MA (Remote)

- Rebuilt the navigation bar for Pega's public-facing website, increased the average user satisfaction score from 4.2 to 4.7.
- Conducted over 50 usability testing sessions including interviews and surveys to create personas and identify pain points.
- Restructured information architecture, created the north star version UI wireframes and mockups of the user notification center.
- Solved the conflict between design renovation and database system, iterated and presented design solutions to stakeholders.

Product & UX Designer / Dala Wellness Inc.

Jun 2020 – Sep 2020, Oakland, CA (Remote)

- Owned the creation of the usability testing system, solved core accessibility issues for the healthcare app.
- Defined UX research goals, methods, and tools most suitable for the current product development stage.
- Conducted usability testing with 30+ participants using Figma, InVision, UserTesting.com, etc.
- Replaced vague objectives with clear CTAs, fixed unrecognized icons, font sizes, and color contrast, which lowered the bounce rate by 14%.

UX Designer & Researcher (Freelance) / Prodigy Software Inc.

Mar 2020 – Apr 2020, San Francisco, CA

- Restructured the website landing page and lead generation forms using only existing components from the design system.
- Increased Prodigy's conversion rate by 9.6% by eliminating misleading labels and unnecessary clicks on the original website.
- Implemented monetized services by integrating social media, marketing content, and e-commerce.
- Collaborated with developers and PM to assess outcomes and prioritize future tasks throughout the product design process.

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DESIGN AWARDS

10th Place Nationwide

Brand X Challenge 2019,
National Experience Design
Competition

Apr 2019 – May 2019

2nd Place in UC Berkeley

MODO Ideathon, UI/UX
Design Competition

Apr 2019

Industry Knowledge

Product Design
User Interface
User Experience
Interaction Design
Wireframing
Rapid Prototyping
Design Research
Data Analysis

Tools & Technologies

Figma
Sketch
Adobe
InVision
Keynote
Google Analytics
Frameworks & APIs

Languages

Mandarin (native)
English (professional)