CHRISTINE CHANG
UI/UX Designer | Digital Marketing Designer

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PROFESSIONAL SUMMARY

A results-focused and self-taught professional in digital marketing and UX design, I hold various professional UI/UX certificates. Multilingual (Mandarin, Burmese), creative, and data-driven, I bring valuable skills to any UI/UX design team, excelling in designing and building websites from scratch.

AREAS OF EXPERTISE

PROFESSIONAL SKILLS   Wireframing | Prototyping | Visual Design | Interaction Design | User Research | Information Architecture | Usability Testing | Responsive Design | Design Thinking | User-Centered Design | Problem Solving | Communication Skills | Project Management |Animation | Digital Marketing

TECHNICAL SKILLS   Figma | Adobe XD | Adobe Creative Suite | Microsoft Office | Canva | WordPress | Webflow | Google Analytics

PROFESSIONAL EXPERIENCE

Career Break| Career Growth & Family Emergency | Jan 2023 - Dec 2023
- Balanced Caregiving and Learning: Nurtured my father through cancer recovery while simultaneously completing a Google UX Specialization Design certificate, showcasing adaptability and commitment to personal and professional growth.

UX Designer / Web Designer | Poppy Life Care | Irvine, CA | June 2021 - Dec 2022
- Partnered with cross-functional teams (Marketing, IT, Project Management, and Executives) to implement new business initiatives and user-centric design solutions by redesigning the website.
- Proficiently used Mobile-First design principles to ensure seamless cross-platform functionality.
- Created wireframes, prototypes, and high-fidelity visuals in Figma to communicate design specifications.
- Managed and implemented Figma designs into WordPress.

UX Designer / Digital Marketing Specialist | Pathnostics | Irvine, CA | Dec 2019 - May 2021
- Developed landing pages for new products and maintained user-focused web interfaces, aligning with the company's branding using WordPress, Figma, and Adobe XD.
- Employed SEO and Google Analytics to increase web traffic by an annualized average rate of 12%.
- Crafted compelling digital marketing assets and social media content, amplifying brand visibility and expanding social media presence.
- Produced captivating video content and animations for the web, demonstrating proficiency in video editing and post-production.
- Innovatively created an educational app using Microsoft Power Apps, to equip sales representatives with real-time product knowledge.
- Conducted competitor research and presented reports to Executive Management.

Project Manager| KOA Accel | Irvine, CA | Feb 2019 - Nov 2019
- Successfully managed 4 projects at a time, demonstrating strong organizational and multitasking abilities.
- Collaborated with cross-functional teams to define project goals, scope, and deliverables.
- Conducted market research to identify the target market for a new medical device, collecting essential data.

EDUCATION AND CERTIFICATES

Master of Science in Biotechnology Management | University of California Irvine

UX Design Specialization | Coursera_Google

UI/UX and Front-End Design | Careerfoundry