

YU-CHENG CHANG

UX Designer

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PORTFOLIO

yuchengchang.com



SKILLS

UX Design

Persona & Scenario
Information architecture
Interaction design
Wireframing
Visual design
Prototyping
VR / AR design
Data Visualization

UX Research

Contextual inquiry
Interview and Survey
Affinity analysis
User journey
Heuristic evaluation
Usability testing

Development

Web Development
Sensors & Electronic Prototyping
Computer Vision
Robot control

TOOLKIT

Design tools

Sketch / Principle / InVision /
Abstract / Photoshop / Illustrator /
InDesign / Balsamiq / Omnigraffle

Programming tools

React / JavaScript / jQuery / Python
A-Frame / D3.js / HTML5 / CSS3
Git / C / PHP / SQL

EXPERIENCE

User Experience Designer, HP Inc.

06/2019 - Present

- Leading the end-to-end design for HP's new venture, Canopy Service.
- Cooperating with the business and engineer team and guiding the product roadmap with UX insights.
- Managing the design sprint for designers' group and overseeing the user experience of the product.
- Creating the interaction design for responsive websites and mobile applications, including information architecture, wireframe, and prototype.
- Conducting UX research for setting up the design principle and refining the interaction design with quantitative and qualitative data.
- Building up the new brand design system and visual identity.

AR/VR Research Assistant, University of Michigan

02/2019 - 04/2019

- Assisted in creating new virtual and augmented reality experience in Information Interaction lab.
- Designed the AR/VR interaction for Disney's storytelling application.
- Built up the AR/VR prototype by using HTML, CSS, A-frame and Javascript.

UX/UI Designer, Spherion

05/2018 - 08/2018

- Client: Syngenta Digital Innovation Lab
- Created and designed the web interaction through user studies to ensure efficient communication of project goals to stakeholders.
- Conducted iOS mobile app's interaction design to support farmer's work and crop spray management.
- Built the design system for Digital Innovation Lab by integrating brand image and design principles.
- Developed the department's website by using React framework.

Senior UX Designer, Wistron Corp., Taiwan

12/2012 - 08/2015

- Set up team's future goals and delegated tasks based on individual talents for outstanding results.
- Established an effective work climate: created a work model of cooperation with external and internal teams and increased the efficiency of communication and execution.
- Developed an easily communicable model to evaluate UX research and project performance.
- Designed the interaction for both digital and physical product interfaces, including information architecture, wireframe, flow chart, and visual design.
- Prototyped the designs for demonstration and evaluation of product usability.
- Established the design guidelines by transforming the insights from UX research.
- Brainstormed and collaborated with engineers, product managers, marketing, and sales for novel ideas to solve problems and construct new product strategies.

FEATURED PROJECTS

HP Canopy Service - UX Designer

Jun. 2019 - Jun. 2020

Led the UX design for HP Canopy service website and mobile app for small business IT support. Designed the system interface and conducted the UX study for validating design concepts.

Duudo - Social doodle application - UX Engineer / Designer

Sep. 2018 - Feb. 2018

Designed and developed the AR doodle app for users to collaborate together and share the creations. Iterate the interaction and motion design with research insights and create the digital prototype by using web-based AR framework, A-frame.

Music Wrap - UX Designer

Aug. 2013 - Jan. 2015

Created a transformative and wearable speaker for outdoor activities through usability study and user-centered design process.

HONORS & PUBLICATION

CHI '20 - XRDirector: A Role-Based Collaborative Immersive Authoring System 2020

IF Design Award 2015, Design Excellence - Music Wrap 2015

EDUCATION

University of Michigan, Ann Arbor, MI, USA

05/02/2019

Master of Science in Information, Specialization in Human-Computer Interaction

National Taiwan University of Science and Technology, Taiwan

06/30/2012

Master of Science in Automation and Control, Specialization in Computer Vision

National University of Kaohsiung, Taiwan

06/30/2010

Bachelor of Engineering in Electrical Engineering