JOANNA CHANG

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EXPERIENCE

Freelance UX Researcher and Designer | *Various Locations*   *June 2019 – Current*

- Working with stakeholders to understand project objectives and goals to help form project plans
- Planning, conducting, analyzing, and reporting on user research and turning data into actionable insights
- Evaluate products, create personas, and build research roadmaps to understand user behaviors and attitudes to identify areas to iteration on
- Provide competitive analysis to help shape the team's design strategy and create new ideas
- Drawing up sketches, wireframes, and lo-fi – hi-fi prototypes used for usability studies
- Created slide deck and presented final deliverables to clients
- Script HTML, CSS, JavaScript, and leverage bootstrap for web development

Amazon FreeTime - Android Tablet

> Conduct user interviews, usability testing, validation testing and create lo-fi to hi-fi designs in Figma to make video discoverability better for kids between 6-9 years old

StreamLoan – Mobile

> Built an all-in-one mobile process to help loan officers review, approve loan conditions and follow up with borrowers

Lantern - Web

> Utilizing competitive research and usability testing data to help design an opportunity platform to connect remote engineers to top tech companies

LBA Sales – Web

> Design and develop a user friendly website geared towards architects and door and hinge manufacturing companies

User Researcher Assistant [Consultant] | *Medallurgy, LLC*   *July 2019 – Sept 2019*

- Ran remote moderated usability session on the client's website to understand pain-points
- Took notes during usability study sessions and focus group sessions
- Synthesized data to form coherent actionable items for the client
- Collaborated with team members to create a deliverable power-point deck

Facebook Workplace – Web Application

> Planned and conducted user research to understand user's behaviors and attitudes around the Workplace app

Intel – Web

> Planned and conducted user research to understand reseller's behaviors and attitudes around the Intel distributors portal to help client determine if redesign is necessary.

UX Researcher / Business Systems Analyst | *Genentech*   *May 2016 – December 2018*

- Collaborated with stakeholders and engineers to understand project requirements, deadlines, constraints, and to align goals and interests
- Crafted, recruited and facilitated user interviews with at least 27 participants to validate assumptions
- Created low to hi-fidelity prototypes for the internal tools
- Ran moderated usability studies to gather user insight to drive project direction
- Analyzed and communicated user research data to stakeholders to determine next steps
- Perform HTML & CSS modifications to SharePoint sites prior to launch

Project Coordinator | *NetApp*   *August 2015 – May 2016*

- Collaborated with project managers to define and track project plans to ensure deliverables are met
- Met over 10 aggressive project deadlines by coordinating with cross-functional teams

EDUCATION

B.A. Psychology | University of California Irvine   2011

SKILLS

Research: Usability Study (Remote & In-Person), User Interview, Competitive Analysis, Comprehension Testing, Survey Analysis

Design: User-Centered Design, Personas, Wireframing, Rapid Prototyping

Development: HTML, CSS, Bootstrap

Tools: Adobe Photoshop, Adobe Illustrator, Sketch, inVision, Figma, Adobe Xd, Axure RP, Asana, Trello, Zendesk, SharePoint, Google Suite, Microsoft Suite, Slack, Lookback