

# Chofi Chang

User-Centered Product Designer | 9+ years | Intuitive Web & Mobile UX

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## PROFESSIONAL EXPERIENCES

### Product Designer

Taiwan

#### Freelance

Jun 2023 - Ongoing

- Redesigned the ICHAM asset management website and collaborated with a developer to launch the site.
- Designed the website and app for LOOP, a clothing donation platform with rewards.
- Created Rightover, an app to reduce food waste by allowing users to share surplus food with the community.
- Added a chat room feature to the Google Translate app.

### Lead UI/UX Designer

Singapore

#### ADDX

Apr 2022 - Jun 2023

- Led the revamping of a responsive website ADDX through conceptualization, wireframing, and the construction of interactive, high-fidelity prototypes.
- Directed brand transition, established new brand guidelines, and applied them across diverse touch points, including the EDM system and website.
- Mentor 2 junior designers, providing guidance.

### Brand/UX Designer

Barcelona

#### Lo Siento Studio

Jun 2021 - Dec 2021

- Crafting brand identity and website proposals, our creative approach emphasizes the fusion of graphic and industrial design methodologies.

### Brand Designer

Shanghai

#### Design Bridge and Partners

Feb 2019 - Sep 2020

Key clients: Xiaomi, Enoulite, Lianhua, and Fuban

- Led the creation of packaging guidelines and branding for a prominent Chinese super market retailer covering 600+ SKUs and an extensive chain of 3000+ stores.
- Revamped a leading Chinese baby food brand, resulting in a 20% rise in average order value.
- Developed identity proposals and created guidelines.

### Creative Marketing Designer

Taiwan

#### Name and Name

May 2016 - Sep 2018

Key clients: adidas, SKII, Uber

- Managed art direction for photoshoots and pre/post-production tasks for various campaigns, including adidas footwear, apparel, and the SKII spring gifting campaign.
- Oversaw retail graphic solutions and supervised production and installation for adidas Beijing Sanlitun flagship shop.
- Led the graphic design and production for the Chinese market's limited edition adidas calendar.
- Collaborated on the production of a documentary for Ubereats B2B.

### Design Strategist

Singapore

#### The Boutique Agency

Nov 2014 - Dec 2015

Key clients: BBC, Samsung, Philips

- Created promotional content for both financial programs on BBC World and the Philips Carnival sale event.
- Experienced in conceptualizing and crafting design proposals for multiple pitches.

## EDUCATION

### UX Academy

Sep 2023 - Feb 2024

DesignLab

### Master's degree in Graphic Design

Oct 2020 - Jul 2021

Elisava School of Design and Engineering

### Bachelor's degree in English Literature

Sep 2010 - Jun 2014

Soochow University

## SKILLS

UI/UX • UX Research • Wireframing • UX Strategy • Visual Design • Branding and Identity • Project Management • Typography  
Motion Design • Art Direction • Film Editing • Editorial