

Chofi Chang

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

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PROFESSIONAL EXPERIENCES

Senior Product Designer

Taiwan

TVBS

May 2024 - Ongoing

- Led the development of a new product strategy and business model, focusing on innovative UI/UX design to drive user engagement and growth for a leading fashion and beauty brand's web and app experiences.
- Enhanced the user experience of the TVBS Good ESG website
- Optimized the user experience of TVBS News videos and live features.

Product Designer

Taiwan

Freelance

Jun 2023 - April 2024

- 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
- Directed brand transition, established brand guidelines
- 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
- Developed packaging & branding for a 3,000+ store Chinese supermarket chain (600+ SKUs).
 - Revamped a leading Chinese baby food brand, resulting in a 20% rise in average order value.
 - Developed identity proposals and created brand guidelines.

Creative Marketing Designer

Taiwan

Name and Name

May 2016 - Sep 2018

- Key clients: adidas, SKII, Uber
- Led art direction & production for adidas x SK-II spring gifting campaign photoshoot.
 - Managed retail graphics & production for adidas Beijing Sanlitun flagship.
 - 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