

Darren Chang

5+ Years of Experience Designer | UX | UI | HCI | Design System | AI

Mobile: 7132932629

Email: chang.darren@hotmail.com

Portfolio website: <https://www.darrendesigns.com>

LinkedIn: <https://www.linkedin.com/in/darrench>

Education

Master of Science in Human Computer Interaction at Georgia Institute of Technology | 08/2017 - 05/2019 | Atlanta, Georgia

Certification

[UX Management: Strategy and Tactics](#) by Interaction Design Foundation

[Generative AI by Microsoft and LinkedIn](#)

Skill

Storyboarding, Wireframing, Mockup, Rapid interactive prototyping, Responsive design, Accessible design, Usability testing, Product analytics, Visual Studio Code, Figma, Sketch, Adobe Xd, Miro, InVision, ProtoPie, Abstract, WordPress, Pendo, Hotjar, Google Analytics, Webflow, Typography, Iconography, Motion design, Data visualization, Adobe CC, Tableau, Shopify, Omnisend, FreshSales, Zoho, Atlassian JIRA, Confluence, Robot Framework, MkDocs, Chrome DevTools, chatGPT, Claude, Midjourney, Stable Diffusion

Work

Product Manager/Designer at EMW3 Media | 08/2023 - Present | Remote, U.S.

- Decide product strategy, plan sprints, lead the design for multiple beginning to end DTC eCommerce projects like [FlowGo](#) and [InverterCool](#), resulting in a 125% average business growth.
- Solve complex problems with design by creating branding, web and mobile apps with the design team using independent and open-source libraries.
- Work remotely to present design ideas and adjust per feedback from international stakeholders.
- Build CRM, customize Shopify templates and create landing pages to generate leads and improve sales performance.
- Directed agency site redesign: reduced site bounce rate by 30%, ensured scalability, responsiveness and accessibility.

Product Designer at Arundo Analytics | 09/2019 - 07/2023 | Houston, Texas

- Took full responsibility designing the whole ecosystem of two technical B2B SaaS products that generate a \$2 million yearly revenue in the energy industry, achieving a 225% increase in user retention since product launch.
- Worked closely with the VP and global marketing teams to analyze the market, identify industry trends, ideate visionary features, and create clickable prototypes to help with product business expansion.
- Collaborated with product managers, researchers, data scientists in agile sprints to create product roadmaps, wireframe user journeys, conduct user research workshops to test and iterate design ideas.
- Ensured seamless handoff to the engineering team and successful design implementation by effectively communicating, documenting specifications, and conducting QA.
- Built a company-wide accessible, WCAG compliant design system, promoting consistency and efficiency in design practices across the product lines.