
Crystal Chang

Product Designer

www.crystalnchang.me
crystal.noel.chang@gmail.com | +1(213)598-5481

EXPERIENCE

Sonatype / Product Designer

NOVEMBER 2021 - MAY 2023 | REMOTE

- Enhanced precision of users' open source risk management by designing a dashboard flow, streamlining user access to vital information and features by 500%, saving the company an estimated 125k USD
- Rolled out a policy management feature for over 100k DevSecOps professionals with a 20% adoption rate within 3 months of release
- Updated the organization's design guidelines to fully meet WCAG 2.1 accessibility guidelines and include a dark mode while maintaining the look of a world-class product by closely collaborating with fellow designers
- Prevented an estimated 3% churn in Firewall product by designing a user insights flow to highlight the value and previously hidden functionalities of product
- Ensured design solutions exceeded cross-functional goals each quarter by proactively scheduling regular check-ins with project managers, engineering, customer success, and leadership

WISE & Healthy Aging / Design Lead

NOVEMBER 2019 - JULY 2021 | LOS ANGELES, CA

- Cut down site navigation time by over 50% by redesigning the information architecture of client's website and adding access to previously hidden features
- Consulted chief executives on industry standard design practices
- Established a strong visual identity and evergreen branding guidelines including but not limited to WCAG 2.0 compliant typography, color palette, and type hierarchy

Innovative Design / UI + UX Designer

OCTOBER 2016 - MAY 2019 | BERKELEY, CA

- Co-led user research to uncover key needs of a diverse client base, resulting in the creation of pixel-perfect, tailored product and marketing materials, including mobile friendly app and website product flows, logo designs, presentation decks

SKILLS

Programs: Figma, Sketch, Adobe Illustrator, Photoshop, Survey Monkey, Dovetail, Miro, JIRA

Skills: Qualitative + quantitative user research, Rapid prototyping, Design thinking, Usability testing, A/B testing, UX benchmarking, Accessible design, Agile design sprints, Information Architecture, Stakeholder management, HTML + CSS, Chinese (Mandarin), Petting cats

EDUCATION

UC Berkeley (University of California, Berkeley) / Urban Interface and Experience Design

AUGUST 2015 - MAY 2019