
Crystal Chang

Product Designer

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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