Crystal Chang
Product Designer

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EXPERIENCE

Independent / Freelance Product Designer

MAY 2023 - PRESENT | REMOTE

- Contracted with startups and small businesses to deliver end-to-end, client-loved design solutions: component libraries, high-fidelity prototypes, and visual branding kits
- Scoped and shipped MVP-focused solutions under tight timelines; created Figma prototypes and implementation specs used by engineering
- Simplified existing product flows to better align product and with business and marketing goals

(*Selected projects + case studies at www.crystalchang.me*)

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 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

WISE & Healthy Aging / Design Lead

NOVEMBER 2019 - JULY 2021 | LOS ANGELES, CA

- Redesigned website IA 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

SKILLS

Tools— Figma, Sketch, Adobe Illustrator/Photoshop, Survey Monkey, Maze, Dovetail, JIRA

Skills— User research (qual + quant), prototyping, design systems, usability testing, A/B testing, UX benchmarking, accessibility (WCAG), stakeholder management, HTML + CSS

EDUCATION / UC Berkeley — Urban Interface & Experience Design, B.A.
AUG 2015 - MAY 2019