

MIKA YA-HUI CHANG

DESIGN STRATEGIST
& UX DESIGNER

PORTFOLIO

Prior to moving to Vancouver, I pursued my Master degree at Parsons School of Design in New York, and worked as a designer at a newly established bank afterward. My diversified background has taught me the importance of finding solutions for clients across all sectors. I believe that the art of inter-personal skills, vision of strategic design and communication skills are all critical ingredients for a successful project.

SKILLS

USER RESEARCH
DESIGN THINKING
CREATIVE STRATEGY
RAPID PROTOTYPE
PROJECT MANAGEMENT
TEAM MANAGEMENT

TECHNOLOGY

INDESIGN
ILLUSTRATOR
PHOTOSHOP
XD
INVISION
SKETCH
VIDEO EDITING
MICROSOFT OFFICE

EXPERIENCES

DIRECTOR OF DESIGN & DEVELOPMENT
AMERICAN INTERNATIONAL BANK
July 2017 - Now

NEW YORK, USA

Acted as Director of Design and Development for all branding initiatives. Conducted interviews with stakeholders and synthesized insights to identify salient information and trends. Assisted Directors in the creation of client presentations. Facilitated company's product visions by researching, conceiving, and translating concepts into wireframes and mockups that lead to intuitive user experience design. Delivered user stories, user journeys, and mockups optimized for a wide range of devices and interfaces post-launch usability evaluation and iteration.

CREATIVE DIRECTOR - REMOTE
PANASIA HOLDING GROUP
March 2015 - January 2017

PANAMA, PANAMA CITY

Worked remotely and was assigned to the projects where design was the primary emphasis. Applied design research approaches and programs to support branding initiatives. Worked closely with the management team and developer to coordinate timelines and develop project strategies. Managed small and large scale projects and acted as the primary point of contact for all customers, making sure expectations were surpassed and timelines were met. Experienced in design research, rapid prototyping and usability test across a variety of open source platforms.

FREELANCE UX DESIGNER
PARSONS SCHOOL OF DESIGN
September 2015 - May 2017

NEW YORK, NEW YORK

Identified design problems and devise elegant solutions. Took a user-centered design approach to rapidly test and iterate the ideas. Conducted stakeholder interviews and discussions about topics critical to their business. Generated quantitative and qualitative insights, and weave them together into a compelling story. Created wireframes, user flows, prototypes, and production quality designs that effectively communicate design directions.

EDUCATION

CENTRE FOR DIGITAL MEDIA
August 2018 - May 2020
Master of Digital Media

VANCOUVER, CANADA

PARSONS SCHOOL OF DESIGN
August 2015 - May 2017
Master's Science in Strategic Design & Management

NEW YORK, USA

NATIONAL CHENG-CHI UNIVERSITY
August 2005 - January 2010
Bachelor of Arts in Slavic Language & Literature

TAIPEI, TAIWAN

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CONTACT



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<https://www.mikachang.com>

SOCIAL

You can also find me on



[linkedin.com/in/
mika-chang-599639104](https://www.linkedin.com/in/mika-chang-599639104)

LANGUAGES

MANDARIN
Fluent

ENGLISH
Fluent

ACHIEVEMENTS

2017 CERTIFICATE IN BECOMING A BETTER MANAGER
HBX | HARVARD BUSINESS SCHOOL

2017 COMMENCEMENT STUDENT SPEAKER FINALIST
THE NEW SCHOOL

2016 MIT COLAB CONTEST FINALIST
NIKE & MIT CoLab Challenge: Material Matters

VOLUNTEER EXPERIENCE

BIOFABRICATE CONFERENCE
November 2016

Volunteer in the bio-fabricate week on campus to assist the garment industry to seek talents within the Parsons School of Design community. Through the involvement in the process, have experienced the latest bio-materials first hand and how it would have a positive impact on the environment.

REFERENCES

RHEA ALEXANDER
CO-DIRECTOR MS STRATEGIC DESIGN + MANAGEMENT
PARSONS SCHOOL OF DESIGN STRATEGIES

Contact	alexanrc@newschool.edu
Relationship to me	Professor in school
Skills/Projects of mine	Strategic Design & Management / Studio I / Independent Design Research

BRIAN SMOYER
CHIEF OPERATING OFFICER
AMERICAN INTERNATIONAL BANK

Contact	brian.smoyer@americanintlbank.com
Relationship to me	Supervisor in company
Skills/Projects of mine	Branding & Web/App UX Design