Pauline Chang

Junior Designer

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📍 Los Angeles, California

Education

BrainStation
Diploma, UX Design

University of Illinois at Urbana-Champaign
BS, Advertising | GPA: 3.88
BA, English | GPA: 3.93

Skills

Adobe Creative Suite
Figma
Blender 3D
Web + Mobile Design
Graphic Design
Content Creation
Mockup Creation
Typography + Color Theory
User Research + Testing
Digital Marketing
Cross-Functional Collaboration
Written + Oral Communication
Excellent Time Management

Languages

English | Native
Mandarin | Native

Interests

Digital Art + Animation
Social Media
Crocheting
Video Games
Creative Writing
Reading
Snowboarding

3+ years of experience in researching consumers, analyzing data, developing strategies, and creating designs to achieve marketing goals. Equipped with design thinking and UX tools/principles and passionate about creating impactful, user-centered visual experiences.

Professional Experience

UX & Content Designer | Sanbie   2023 | Online

- Planned content calendar for social media posts (TikTok, IG, Pinterest, Twitter) and created trendy videos and informative graphics to drum up brand awareness before launch
- Wireframed and prototyped fashion ecommerce's new website, leveraging information architecture that leads users through the customer journey and improving usability by 200%
- Maintained strong brand identity by adhering to brand guidelines when designing typography, injecting colors, editing photos, and creating visual + written web content

Associate Media Strategist | Liquid Advertising   2021 - 2022 | Los Angeles, CA

- Owned a major account, achieving 50% improvement in overall campaign KPIs within 3 months by testing new media and creative strategies, developing and pitching monthly media plans, and optimizing campaigns on ad platforms
- Performed data analyses with Excel, creating weekly reports and postmortem decks to deliver to multiple clients and extract more effective recommendations for future activations

Marketing & Design Intern | Agrify   2020 | Boston, MA

- Improved website traffic by 67% by championing the importance of accessible website design to directors and then independently wireframing and prototyping new site
- Independently managed all social media accounts, increasing followers by 110% within 4 months by creating attractive graphics and establishing content calendars
- Helped increase number of sales in a quarter by 70% by updating brand guidelines and then creating graphics for pitch decks and product whitepapers

Graphic Designer | IraCa   2019 - 2020 | Online

- Improved fashion brand's PR email open duration by 120% and website clicks by 80% by creating eye-catching email templates, focusing on information architecture and typography
- Established strong branding online by designing marketing assets for social media while adhering to brand guidelines, increasing LINE followers by 80%

Design Projects

UX/UI Designer | Artemy App + Website   2022 | Online

- Created a mobile app from concept to production, conducting user research to develop inspiration boards, personas, etc., and resulting in a high-fidelity prototype with a stunning UI and a 100% user satisfaction rate
- Boosted app's usability and accessibility by 150% by performing iterative user testing and revisions on prototype
- Designed a hi-fi marketing website to achieve app download goals, then used responsive design methods to convert desktop design into mobile