

# Candace Y. Chang

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Portfolio: <http://candyichang.github.io/>

## OBJECTIVE

To leverage my skills in CS, business and design to craft user-centered experiences that achieve business goals.

## EDUCATION

### University of California, Berkeley

B.A. in Computer Science, College of Letters and Sciences

B.S. in Business Administration, Haas School of Business

8/2012 – 5/2016

GPA: 3.712

## EXPERIENCE

### Design Contractor, Kravin, Berkeley, CA

1/2016

- Initially contracted to make mockups and iOS assets for this early-stage startup; ended redesigning user interactions after clarifying Kravin's strategy for taking on the social network marketing sector
- Performed target market and requirements analysis with clients to understand business goals
- Re-envisioned user interactions, optimizing layouts in order to increase conversion

### UI/UX Intern, CaptureProof, San Francisco, CA

6/2014 – 8/2014

- Participated in redesign of numerous features of CaptureProof's medical media platform, including onboarding, registration and the core interactions between doctors and patients
- Evaluated existing app for consistency and usability across iOS and web to guide redesigns
- Iterated through wireframes in Balsamiq before making mockups in Photoshop and Illustrator

### Student Organization Director, Pioneers in Engineering (PiE), UC Berkeley, CA

5/2014 – 5/2015

- Brought together students, educators, engineers, industry professionals, faculty and museum staff to produce STEM outreach programs, including an 8-week high school robotics competition
- Injected design thinking to PiE's engineering process by championing user testing projects
- Improved the student building experience; increased first day kit completion rate from 80% to 100%

### Web Developer, The Design Exchange, UC Berkeley, CA

10/2013 – 10/2014

- Quickly learned Ruby on Rails, Bootstrap, OWL and relational database fundamentals to develop a web portal for exchanging design methods, adapting to frequent changes in data architecture
- Applied MVC and RESTful architecture practices, as well as test-driven development with RSpec
- Mapped a taxonomy in OWL into data models in a MySQL database

### UI/UX Designer, PiE, UC Berkeley, CA

9/2013 – 5/2014

- Designed user interface and experience for a visual programming IDE that would give students a better robot programming experience compared to existing interface
- Collaborated with hardware and software engineers to design with technical constraints in mind

## PROJECTS

- [A Rails web app](#) to help the Bernal Heights Neighborhood Center manage safety hotspots more efficiently (2016)
- [IoT product prototype](#) targeting a market unwilling to buy new kitchen appliances for a connected experience (2015)
- [Android and smartwatch](#) drawing app with Free Speech Movement drawing prompts triggered by location (2014)
- [Framer.js interactive prototype](#) demonstrating a navigation experience based on wandering, not fastest route (2014)

## TOOLS AND SKILLS

- Balsamiq, Invision, Marvel, Framer.js, Illustrator, Photoshop, InDesign, wireframing, personas, user interviews, user testing, storyboarding, contextual inquiry, task analysis, heuristic evaluation
- Ruby on Rails, Java, Django, Python, HTML, CSS, Javascript, JQuery, AngularJS, Android, MySQL, C, MVC, REST, Agile/Scrum, TDD/BDD, Continuous Integration and Deployment, Heroku, Travis CI

## SELECTED COURSES

- User Interface Design, New Product Development, Cognitive Science, Negotiations, Marketing, Org. Behavior
- Databases, Software Engineering, Compilers, Data Structures, Machine Structures