

NORA CHANG

••• PRODUCT DESIGNER

Good products make people's lives better and easier. I am Nora Chang, a creative product designer based in Taiwan who loves to observe everything and embrace challenges. As a product designer, I understand users' needs through qualitative and quantitative methods. From concept to product design, using Insights to find out requirements for optimization. Via communication and practice with the team from a user-centric perspective. To analyze the user behavior and motivation behind each project and solve the problem accordingly.

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ABOUT ME

CHANG WEI WEI | NORA

0930189578

wiwi386189@gmail.com

Oriental Institute of Technology

Dept. of Material fiber / 2014-2017

SKILL



Photoshop



Sketch



Illustrator



Figma



HTML5



JavaScript



CSS3



ProtoPie



EXPERIENCE

Product Designer

Onedegree Co.,Ltd / 2021.06 ~ Present

The product provides different insurance products on the B2B platform. The Hong Kong resident can use our website to buy policies.

- Understand the Insurance market and trends and analyze the pros and cons of related competing products.
- Responsible for different types of insurance products, e.g., pet insurance, critical illness insurance, home insurance, etc. Form the purchase process to claim overall design and experience, let the user quickly purchase without complex information.
- Research the user experience process and qualitative and quantitative analysis and research. Use data, a/b testing, and user interview to analyze user behavior and motivation. Find out what they think about virtual insurance expectations and operation.
- According to the product specification file and functional requirements, make a flowchart, wireframe, prototype, and Mockup, discuss with the team and achieve them.
- Test product functionality and interface for compliance.
- Create design guides and UI Kit, helping the team to be fast when developing.
- Design the product interaction mode, and make the product more attractive.

Product Designer

KooData Co.,Ltd / 2019.07 - 2021.06

The product is koo.live make social shoppable, the store reduces live stream complex prepare before, the effectiveness of completed orders after Livestream and manage the order.

- Plan the new products and redesign a new brand image, launched to the platform from 0 to 1.
- Understand the live streaming market and trends and discuss business logic with product managers.
- Research the user experience process and qualitative and quantitative analysis and research. Understand the pain point and requirements of users, interview, usability test, optimize, and explore new ideas.
- According to the product specification file and functional requirements, make a flowchart, wireframe, prototype, and Mockup, discuss with the team and achieve them. Make the product more effective and make the experience smooth.
- Test product functionality and interface for compliance.
- Create design guides and UI Kit, helping the team to be fast when developing.
- Logo and CIS design ideas and planning.
- Assist with marketing needs, e.g., banner, DM, etc.

EXPERIENCE

Product Designer

RE Co.,Ltd / 2018.03 - 2019.04

The product is Re Red Envelope App, a cash rebate app for customers that combines physical shops and users to generate contact.

- Understand the trends of the market and competitive products, and deeply understand of stakes of first-line stores and users. Optimize the system more intuitively and close to the user.
- Optimize product function and ideas, discuss and understand requirements and goals and implement with the team.
- Use the MVP to conduct initial testing and research and understand the demanding situations and pain points that users will encounter to analyze and study.
- Use data, a/b testing check effect after launch, continuous modification, and verification make the experience of offline stores and online users better and smoother.
- According to the product specification file and functional requirements, make a flowchart, wireframe, prototype, and Mockup, discuss with the team and achieve them.
- Create design guides and UI Kit, helping the team to be fast when developing.
- Make a marketing activity page, e.g., banner, landing page, activity game interface, etc.
- Design new products, logos, and CIS.

Product Designer

Skywind Co.,Ltd / 2017.08 - 2018.01

The products mainly come from the customers and belong to the outsourcing company.

- Understand client needs and stakes, plan proposal content, and implement many different projects, e.g., delivery platform, hairdressing matching platform, backend business system, etc.
- Interview business people, understand pain points that the users analyze, and research. Optimize the business system with a different device.
- Understand the relevant requirement, plan with the product manager, and discuss and implement with the team.
- Produce complete concept proposal content, discuss with the client using prototype and submit final model.
- According to the product specification file and functional requirements, make a flowchart, wireframe, prototype, and Mockup, discuss with the team and achieve them.
- Test product functionality and interface for compliance.

