

# Thomas Chang

UX/product designer | thomaschangb@gmail.com | thomas-chang.me

## EXPERIENCE

### UX Designer II | Adobe

DEC 2017 - SEP 2022

- Led Adobe's Sales Insight Actions redesign, merging new and legacy features into a cohesive SaaS experience to meet the needs of the enterprise B2B sales market.
- Expanded feature capabilities to align with enterprise standards, handling complex roles and permissions beyond previous SMB-focused designs.
- Integrated design system updates into feature cycles, implementing Adobe's design system components and accessibility standards to modernize UI within limited engineering resources.
- Developed research protocols, conducted weekly research cycles to map out sales team personas/workflows, inform design strategy, and validate designs.
- Rolled out early-access beta to over 300 enterprise accounts, driving onboarding and adoption of new features across thousands of sales users.

### UX Research Intern | Roundfeather

JUN 2016 - SEP 2016

- At a UX research consultancy, conducted in-field user interviews to gather customer insights across retail and internet services.
- Assembled journey maps, identifying key desires and pain points throughout the omnichannel customer experience.
- Developed discussion guides by synthesizing customer reviews, articles, and industry reports to pinpoint research focus areas.

### Instructional Apprentice | UC San Diego, Department of Cognitive Science

OCT 2015 - DEC 2015

Designed curriculum + evaluated students for DSGN 1: Human-Centered Design Methodologies, led by professor Don Norman.

### Co-Founder | UCSD Design.Co

OCT 2014 - OCT 2016

- Led pre-professional organization, organizing workshops and career events to help students develop UX skills and network with industry professionals.
- Grew member base from 15 to 600+ in 2 years.

## EDUCATION

### ISI Japanese Language School, Harajuku Campus

OCT 2023 - CURRENT

Career Japanese Program, preparing for JLPT N2 (Dec 2024)

### University of California, San Diego

OCT 2013 - JUN 2017

B.S. Cognitive Science, specialization in Human Computer Interaction

### University College Utrecht

JAN 2017 - JUNE 2017

UCEAP Exchange Program, Netherlands  
Psycholinguistics, Anthropology

## SKILLS

### UX Research + Design Methods

Contextual Inquiry, User Journey Mapping,  
User Personas, Usability Testing

Information Architecture, Low/ High Fidelity  
Wireframing, Visual Design, Typography

### Tools

Figma  
Invision Freehand  
Miro

Adobe Illustrator  
HTML/CSS