Thomas Chang

product designer | thomaschangb@gmail.com | thomas-chang.me | Nationality: USA | Based in Tokyo

EXPERIENCE

UX Designer II | Adobe
DEC 2017 - SEP 2022

- Led the redesign of Adobe's Sales Insight Actions, modernizing a complex enterprise platform by integrating two legacy products into a unified UI/UX experience, meeting the growing needs of enterprise customers, contributing to $70M in annual revenue.
- Identified and resolved a mission-critical customer complaint during Marketo's design system transition, coordinating cross-functional efforts to address visual hierarchy gaps and restore usability across enterprise accounts.
- Defined and prioritized design system improvements in collaboration with engineering, improving consistency and accessibility across the product with minimal development overhead.
- Designed and led qualitative research initiatives. Mapped user journeys and personas to shape design decisions, evangelize user insights, and align cross-functional teams on feature prioritization.
- Launched an early-access beta for thousands of sales users, driving widespread onboarding across 100+ enterprise accounts.. Achieved an average of 15% increase in weekly usage of redesigned sales features.

UX Research Intern | Roundfeather
JUN 2016 - SEP 2016

- Conducted in-field user interviews to uncover user insights across retail and internet services.
- Created journey maps to identify pain points and desires across customer touchpoints, including web, mobile, and customer service.
- Synthesized usability audits, customer reviews, and industry reports to define UX research focus areas.

Instructional Apprentice | UC San Diego, Department of Cognitive Science
OCT 2015 - DEC 2015

Worked under Professor Don Norman to develop curriculum and assess students for the inaugural DSGN 1: Human-Centered Design Methodologies course.

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. JLPT2 Certified (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

Design, Research, Product Strategy

- Interaction design, UI for Web/App, prototyping, visual & graphic design, typography
- Contextual inquiry, user journey mapping, user personas, usability Testing
- Data-informed decision making, stakeholder communication

Tools

Figma/Adobe XD
Jira, Notion, Confluence
Adobe Illustrator
Adobe Photoshop
HTML/CSS
Miro