Hello,

PRODUCT DESIGNER

NORA CHANG.

I'm Nora Chang, a product designer from Taiwan with 6+ years in B2B and B2C. I turn user insights into innovative, life-enhancing designs. Let's connect!

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EDU Oriental Institute of Technology / Dept. of Material fiber

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SKILLS

Wireframing / Usability Testing / Research / User Interviews / Data Analysis / Interactive Design / User Experience / Graphic User Interface (GUI) Design

Figma / Sketch / Framer / Photoshop / Illustrator / ProtoPie / HTML / Css / JavaScript

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EXPERIENCE

2023 Feb - Present

Nogle., Ltd / **Senior Product Designer**

BTSE is a secure crypto exchange with easy trading, advanced tech, and strong security. Supports 12+ fiat currencies and 100+ cryptocurrencies.

- Planing marketing for homepage, VIP program, reward hub, affiliate program, referral program, and support center., etc.
- Specialized in boosting user acquisition and retention, achieving 30% monthly growth in new customers and 20% higher retention.
- Monitored market trends, analyzed competitors, and aligned feature development with business strategy.
- Implemented MVP approach for idea validation and user feedback.
- Conducted research with limited resources, including user interviews and A/B testing.
- Enhanced design system efficiency, reducing development time by 20%.

2021 Jun - 2023 Feb

OneDegree., Ltd / Product Designer

The product offers a variety of insurance products on the B2C platform. Hong Kong residents can utilize our website to purchase insurance policies.

- Redesigned an insurance portfolio, boosting UX, with 35% higher satisfaction and 10% lower churn.
- Led development of home insurance products from scratch. Conducted research (data, A/B testing, interviews) to understand user behavior and analyzed market trends and competitors.
- Implemented agile methods for flowcharts, wireframes, prototypes, and mockups. Revamped design system for better development efficiency.
- Introduced engaging product interaction modes, increasing user retention by 10%

2019 Jul - 2021 Jun

Koodata., Ltd / Product Designer

Koo.live streamlines social shopping by simplifying pre-stream preparation, improving post-stream order efficiency, and managing logistics.

- Reimagined and developed Koo.live, a socially shoppable live streaming platform, optimizing live stream ordering processes.
- Conducted market and user research, including usability testing with 5 livestream viewers. Worked with product managers to improve user satisfaction and resolve issues.
- Monitored competitors to track market trends, achieving a 50% increase in total users and a 20% growth in active users within six months.
- Collaborated on designing and developing a new feature, creating flowcharts, wireframes, prototypes, and testing for a streamlined, intuitive interface.
- Designed a new design system to improve team workflow and efficiency.

2018 Mar - 2018 Apr

Re Co., Ltd / UI/UX Designer

The Re Red Envelope App is a cashback platform that connects users with physical stores, allowing them to earn rebates while shopping.

- Conducted thorough market research and analyzed competitor products to understand frontline store and user needs, addressing pain points effectively.
- Implemented MVP and A/B testing for features like search map, coupons, and shop lists. Analyzed user data to continuously optimize UX.
- Planned and discussed new ideas and features with stakeholders. Designed flowcharts, wireframes, prototypes, and mockups to meet project requirements.
- Developed a new design system to streamline team workflow and enhance efficiency.
- Designed promotional games and campaigns for various activities and occasions. Supported marketing with banners, direct mail, and other relevant materials.

2017 Aug - 2018 Jan

Skywind., Ltd / UI/UX Designer

We offer outsourcing services, delivering projects like delivery and hairdressing platforms, and backend systems, customized to clients' needs and goals.

- Conducted interviews with business professionals to identify pain points and optimize the business system for multiple devices.
- Discussed requirements and planned implementation with the product manager, including business system features, new case MVP, and delivery platform.
- On the design side, provide relevant solutions and concept proposal demos, discuss them with clients, and achieve their expectations.