

Christina Chang

Lead Product Designer

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Experience

Lead Product Designer @ Vivian Health

May '22 - Jul '23, Remote

Vivian is a healthcare jobs marketplace, where clinicians can build profiles, search for jobs, communicate with recruiters, and recruiters can easily source, track, and hire candidates

- Led design for the loyalty pod, where I defined and designed a tiered loyalty program across desktop and mobile apps to incentivize clinicians to return to Vivian to find jobs
- Exceeded OKR targets and reported placements by 33%, increasing billable events. Key flows to opt into loyalty program reached 35% CVR
- Informed by research, launched features including first access to jobs, job insights, priority treatment, and financial rewards - which tied together clinician touch points, and provided value to clinicians and recruiters
- Operated under extremely tight timelines, in partnership with PM, product, engineering, brand, marketing, finance, compliance, leadership and CEO, and integrated with 3rd parties

Senior Product Designer @ Digit

May '20 - May '22, Remote

Digit is an app that uses AI to budget, save, and invest to make financial health effortless. It has helped members save over \$7 billion

- Designed and launched designs across onboarding, dashboard, saving, investing, retirement, loans, and beta products
- Saw an increase of 10% in conversion for key onboarding screens, and exceeded number of retirement accounts created by 22% beyond OKRs
- Collaborated with PMs and designers to work through complex product mapping and member expectations as Digit expanded into banking and investing
- Informed designs by running research sessions for generative and evaluative research
- Set up A/B tests and worked with data to identify trends and drop-offs to improve
- Presented designs and participated in crits with designers, including on contributions to the design system. Ran design sprints for designers, PMs, engineers, marketing, and data

Senior Product Designer @ Stash Invest

Oct '17 - Apr '20, New York NY

Stash is a finance app helping Americans get out of the paycheck-to-paycheck cycle. It has over 5 million users and raised over \$180 million in funding in 4 years

- Was sole designer on Stash's banking product for over a year, and eventually became part of a full research and design team.
- Brought concepts to life through feature definition, research, design iterations, and launch. Initial banking launch included ~150 screens

Skills

Specialties

User experience

User interactions

User research

Journey mapping

Wireframing

Prototyping

IA

Branding

Content strategy

Design tools

Figma

Figma

Principle

Illustrator

Photoshop

Invision

Chat GPT

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Experience

Senior Product Designer @ Stash Invest (continued)

Oct '17 - Apr '20, New York, NY

- Integrated user research and data, while leading post-launch improvements and designing new features like Stock-Back. Ran design sprints, kickoffs, and empathy workshops to generate ideas and get team alignment
- Designed major bank features on iOS, Android, and web, including account creation, debit home experience, fraud states, transaction history, card activation, card replacement, money movement, ATM locator, PIN, and account management
- Collaborated with Stash designers and PMs from 5 other squads and products, to align visual design, components, and IA across the app
- Presented designs for critique on a daily basis, from 1:1s to company-wide. Worked closely with banking partner, compliance, business stakeholders and executives, BE and FE engineers, and PMs to ensure every screen surpassed regulations, user needs, brand alignment, and engineering frameworks

Product Designer @ Laughly

May '16 - Aug '17, San Francisco, CA

Laughly was the world's largest stand-up comedy app, with 45k+ organic installs in the first 2 weeks and 250K users in 10 months. Recognized by Apple as #2 in "New Apps We Love"

- Sole UX designer, UX researcher, and visual designer
- Launched designs for new iOS app, Android app, and web experience
- Re-designed onboarding flow, increasing registration from 27% to 50%
- Optimized designs, increasing 10-day stickiness of new users by 20%
- Created and iterated on onboarding, podcasts, livestreaming, comedian profile page, navigation, and checkout. Features were informed by data and user testing
- Led 2000+ person beta program, as well as qualitative usability studies, A/B testing, quantitative user surveys to identify customer pain points, and areas of improvement
- Defined design strategy and product direction in collaboration with engineering, marketing, and leadership

Education

Cornell University, BS in Design and Environmental Analysis

2009, Ithaca, NY