

# TINA CHANG • [HTTPS://TINA.FISH](https://tina.fish)

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UI/UX/Product in Fintech Web App Development

## Education

**San Francisco State University**  
Visual Communications Design, BS

August 2015 - May 2019

## Tools

|             |               |            |         |                 |
|-------------|---------------|------------|---------|-----------------|
| Illustrator | InDesign      | HTML/CSS   | Marketo | XD/Sketch/Figma |
| Photoshop   | After Effects | JavaScript | Drupal  | Webflow         |

## Expertise

|                     |                          |                                  |
|---------------------|--------------------------|----------------------------------|
| product development | market strategy          | rapid prototyping                |
| web & mobile design | brand development        | digital illustrations & graphics |
| ux research         | wireframing & user flows | project management (scrum)       |

## Experience

### Product Designer

November 2021 - February 2024

#### Curant (formerly Freightpay)

Curant is a small B2B SaaS seed-stage startup in the freight finance industry. Started as the sole designer at Curant, became the Head of Product.

#### Design (Visual, UI/UX/Product, Graphic, Marketing) & UX Research

- Conducted user interviews and researched product problems to translate business goals into design deliverables in Figma or Design Spikes
- Designed and maintained various marketing materials (websites, mini-campaigns, infographics, decks, and emails) that effectively communicates the brand message to the target audience

#### Customer Support & Onboarding

- Assisted in Customer Support by responding to queries and issues. Wrote various Support Articles to document features. Also, took on the role of an onboarding specialist for new customers

#### Project Management & Product Development

- Led Sprints by utilizing Agile Scrum practices to ensure that projects are completed, often with MVPs. Scopes, priorities, and product decisions are defined and managed using Jira

#### Frontend, QA, & Release Management

- Supported the Engineering team by coding components in Storybook, fixing frontend bugs, and making various minor changes that align with design system standards for the Curant App. I used ReactJS, styled-components, and TypeScript
- Implemented a short-term solution for the QA process that minimized bugs during releases

### Web Designer & Developer

June 2019 - November 2021

#### Bio-Rad Laboratories

- Collaborated with internal clients to launch marketing campaigns for product releases, education, or awareness
- Lead the production of digital materials— landing pages, emails, webinars
- Built flows in Marketo to capture MQLs for Salesforce and analytics
- Used Drupal to maintain product pages across various divisions
- Developed the Widget Library, a web app for sales to take customer comms to the next level

### Design Intern

May 2018 - November 2018

#### LW Consulting

- Designed the user interface for a web app to manage lead generation portals for a Fintech company operating in the mortgage space
- Integrated interfaces and user flows of the web app based upon multiple rounds of user testing
- Designs resulted in a web application that was able to automate several previously time consuming processes in an easy-to-use workflow, some tasks saw a 500% reduction in time