



Michelle Chang
Product Designer

Skills

San Francisco-based designer focused on systems, services and sustainability, eager to grow in a design-driven company
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Specialties & Strengths: persona development, journey mapping, task flows, wireframing, prototyping, usability testing, project management

Tool Proficiency: Figma, Figjam, Principle, Sketch, Whimsical

Experience

Granular / Product Designer

JULY 2020 - PRESENT, San Francisco

Lead designer of a data-driven, scientifically-modeled, carbon credit program for agriculture. Enabling growers to adopt regenerative agricultural practices to improve soil health and yields.

Yara International / UX Designer

OCTOBER 2018 - MAY 2020, San Francisco

Designing through co-creation with research, development, product and agronomic stakeholders across a globally distributed team to deliver scientifically validated software solutions. Projects include nitrogen & seed recommendation tools and universal checkout to provide value through knowledge to farmers and agronomists. Spearheaded volunteer community outreach program to engage youth in agtech within Bay Area schools.

Electronic Frontier Foundation / UX Designer

AUGUST 2017 - SEPTEMBER 2018, San Francisco

Collaborated with a diverse team of activists, legal specialists and technologists to maintain and update designs on eff.org. Created microsites for various campaigns and services including net neutrality votes, digital security education, and surveillance VR experience. Assisted in developing a research and design review process. Aided in the testing and rollout of a new logo system for recent rebranding.

Freelance / UX & Marketing Designer

OCTOBER 2015 - JULY 2017, San Francisco

Worked with startups and non-profits to improve upon their products and websites. Created digital assets and worked closely with stakeholders to ensure satisfaction with deliverables. Clients: UCSF, ProductBio, Roots of Success, Hack the Future, The Hydrous, Bluestem Bicycles

Education

Copenhagen Institute of Interaction Design/ Summer Program

JULY 2015 - AUGUST 2015, COPENHAGEN, DENMARK

Created mobile app concept for festival attendees to highlight local landmark, prototyped an IoT smart teddy bear to track sleep quality for children

University of California, Berkeley / B.A. Environmental Sciences

AUGUST 2008 - MAY 2013, BERKELEY, CA

Thesis and Publication: Reducing microplastics from facial exfoliating cleansers in wastewater through treatment versus consumer product decisions

Fun Facts

Certified Open Water scuba diver, trained at the San Francisco Ballet School, volunteer at California Academy of Sciences, competed and won titles of Miss Gavilan Hills 2013 and Miss Chinese Chamber of Commerce 2016