

Candice Chang

Senior Product Designer

CONTACT

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PORTFOLIO

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EDUCATION

University of California, Davis

B.A. Visual Communication Design

Minor in Communication

RELEVANT COURSES

General Assembly · 2016

User Experience Design

IDEO University · 2017

Insights for innovation

SKILLS

UI/UX Design

Design thinking

Product Strategy

Design systems

Prototyping

Research & usability testing

Leadership & mentoring

XFN Collaboration

Design sprint

TOOLS

Figma

Sketch

Miro

Adobe suite

SUMMARY

Experienced Senior Product Designer with technical expertise, adept at crafting product strategy and vision amid ambiguity. Passionate about fostering authentic relationships and thrives in collaborative, human-centered design teams for creating user-friendly products.

EXPERIENCE

Dropbox | 2019 – 23

Senior Product Designer · *(Sharing Experience)* 2021 – 23

- Defined design and development strategy and vision for sharing experience across platforms that simplified core product.
- Collaborated with XFN teams to define project goals and ensure alignment with business objectives.
- Developed research studies and conducted interviews to gather qualitative feedback to validate assumptions for design iteration.
- Experienced as a hiring manager for a product design internship program. Responsible for mentoring designers in weekly check-ins and delegating projects.
- Increased total number of users copying shared links by 20% and increased net new sharers by 7%.

Product Designer *(Cloud Docs)* 2019–2021

- Created a vision for integrating cloud doc features with 3rd party partners.
- Designed alpha experience that enabled user access to cloud docs across mobile, tablet, and web.

Rocket Lawyer | 2015 – 19

Product Designer · 2017 – 19

- Designed end-to-end experiences for legal document builder tool and created timeline and strategy to support timely development.
- Established a marketing style guide to define brand implementation.
- Produced animated videos in a targeted product marketing campaign.

Marketing Designer · 2015 – 17

- Increased document starts by 23% by modernizing design on landing pages.
- Organized San Francisco Design Week event and moderated a design discussion with industry experts.

Freelance | Graphic Designer · 2014 –15

Idea Hall | Brand Designer · 2013 –14

Irvine Company, Skullcandy, Pacsun | Contract design · 2012–13