

Carine Chang Shi Qian

Product Designer

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UX/UI & Product Designer with 5 years of experience in research, designing and prototyping products ranging from apps, website, AR and VR. Designed products across different sectors such as fintech, proptech, social issues, health and patient care, subscription services etc.

EDUCATION

B.A. Interaction Design (Hons)

Northumbria University, UK

2017-2019

- First-Class Honours
- **Best Undergraduate Student in Communication Design** (*comprises interaction, graphics and advertising design courses)
- Business development project featured in UK BusinessLeader news and other events, exhibitions and media platforms.

B.A. Interactive Multimedia Design (Hons)

Taylor's University, MY

2016- 2017

- Top achiever in the subject of Sonic Design

SKILLS

User research	User interview
User testing	Wireframing
Sitemaping	Prototyping
Data analytics	Animation
HTML & CSS	Wordpress

TOOLS & SOFTWARES

Adobe creative suite	Figma
Sketch	InVision
Maze	Lottie
CleverTap	Principle
Zeplin	Marvel
Proto.io	Ableton Live

LANGUAGES

English	Mandarin	Malay
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OTHERS

References available upon request.
For more details, please refer to LinkedIn (provided above).

EXPERIENCE

KipleX, Green Packet (KLSE: GPACKET), MY

Senior Associate, UI/UX Designer

Aug 2021- Jan 2022

- Handled the UX and UI in two projects (remittance and property tech) while working on visual & communication designs within very tight timelines.
- **Conducted a workshop** for a web-portal project to improve the product by understanding business goals and user needs among the business, product and tech team.
- **Collaborated** with the product and engineer team to identify creative yet practical designs such as motion graphics integration to enhance user experience.
- **Receiver of Green Packet's recognition award** as acknowledgement of courage and can-do attitude while juggling with multiple projects simultaneously.

Boost E-Wallet, Axiata Digital, MY

UI/UX Designer

Nov 2019- Aug 2021

- **Conducted user interviews and user testings** to better understand user behaviors and usability patterns on responsive devices with **more than 500 users**.
- **Revamped Boost E-Wallet website** with user-centered design that **improved website traffic, customer retention and click rate by 245%**.
- Worked closely with the business, product and customer service team through **user engagement analytics** to identify user pain points and provide optimum app experience for users.
- **Conducted a product workshop** to brainstorm new ideas and prioritize features with 23 team members.

OpenChefs, U.S.

Product Designer

Feb 2021- Jun 2021

- Worked part-time on a web-based F&B subscription marketplace and SaaS platform.
- Identified brand goal and market niche together with the founding team by conducting user surveys, interviews, prototyping and weekly discussions that **maximized user engagement and cemented brand identity**.
- Created designs from scratch and optimized development by **building a design system**.

ProtoPolicyAsia, UK

Interaction Designer & Facilitator

Oct 2019- Jan 2020

- **Led a design-thinking workshop** to initiate idea generation within social issues for the blind, deaf and older adults community with experts in psychology, education and policy-making backgrounds.
- Collaborated as an interaction designer to brainstorm creative design solutions through speculative design and prototyping processes.
- Worked closely with the end users by being involved in open discussions as well as guiding the blind and older adults participants in reading and writing.

Newcastle NE1 Business Improvement District, UK

UI/UX Designer & Business Analyst

Sept 2019- Jan 2019

- Worked on a live project to produce a creative design solution for the site's regeneration and rebranding, considering ways to bring back its heritage and economic fortunes.
- The project was **featured in news by UK Business Leader, Northumbria University's website and exhibited in an Art Gallery in Newcastle, UK**.

hedghog lab, UK

UI/UX Design Work Placement

Mar 2018- Apr 2018

- Conducted research and surveys including market research, guerrilla usability testing, swimlane diagram, etc. to understand user pain points, preference and market needs for a client project.
- **Presented ideas and proposals to clients** on a once-a-week basis to ensure goals and product plans are aligned.

SKILLS & INVOLVEMENTS

Passionate in Design and Education

Judge, Tunku Abdul Rahman University College (TARC) & Elevate Tech

Sept 2021

- **Mentored and was involved in a judge panel** to provide user-centric design feedback to Tunku Abdul Rahman University College (TARC) Multimedia Design students' final year projects.
- Been part of the judge panel to help evaluate project ideas for an **international hackathon** organized by Elevate Tech **participated by 650+ registered participants**.

Guest Speaker, Tech Girls United Tech Conference

June 2021

- **Conducted a UX Design workshop** attended by participants from **USA, Malaysia & Singapore** who are interested in the UX/UI industry.
- Crafted a first-hand experience for participants to create a product through an end-to-end journey from research, product validation to prototyping.

UX/UI & Product Mentor, Command Tech

Nov 2020

- **Mentored aspiring designers and entrepreneurs** in user experience and user interface design, research and development.
- Guided mentees through discussions about startups' business goals and user needs.

Design Thinking Workshop Facilitator, StartupMalaysia

Feb 2020

- **Facilitated an innovative-themed workshop** for students from Aarhus Katedralskole, Denmark.
- Guided the students through a series of design-thinking thought processes to build an idea and brand, including user journey and essential UX research.

Communication and Collaboration

Content Strategist & Data Analyst, Impian Kencana

Apr 2021 - Present

- Committee member of Impian Kencana, a non-profit organization formed in 2021 to eradicate urban poverty in Malaysia through education.
- Work closely with the marketing and communication team by analyzing user engagement and brainstorming ideas for contents that resulted in **more than 100K people reached on Impian Kencana's social media platforms**.

Flexibility and Adaptability

Participant, ASTRO Business Case Competition

Feb 2019

- Solved real business challenges and produced a proposal in a simulated real-world context with unexpected changes within a constrained time frame.
- Directed the team while video shooting the proposal with limited resources and space given.
- **Selected as the 'Most Outstanding Director'** at the end of the business pitch.

Leadership & Organization

Sports Director, Northumbria University Malaysian Society

Sept 2018 - May 2019

- **Hosted a sports tournament in collaboration with one of the UK's top sports centres.**
- **Awarded as 'Best Society Collaboration'** and **nominated to National Society Awards Night.**
- Worked very closely with the committee to ensure that the society's events run smoothly followed by a post mortem to gather and work on constructive feedback.

OTHER INTERESTS

Music & Sports

- **Pianist** since young and self-taught clarinetist since 2010.
- **Clarinetist** for Selangor Philharmonic Wind Orchestra (SPWO) and Selangor Philharmonic Wind Orchestra (SPYO).
- Led a concert committee as the **president of SMK Pusat Bandar Puchong (1) Orchestra** in managing logistics, sponsorships and finance alongside being a conductor in several performances.
- **Ultimate frisbee player** in one of Malaysia's open teams, participated in weekend training and tournaments.

Community Services

- Organized a campaign to raise the public's awareness for the Down Syndrome community.
- Created online contents and **fundraised up to RM2,000 for the National Down Syndrome Society, U.S. in 2 weeks.**