Sian Chang

Product Designer

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SUMMARY

Product Designer with a Fine Art background and full-stack engineering experience, able to evaluate technical feasibility in the language of engineers and find the balance between design decisions and implementation constraints. My art used predictive text algorithms to create a poetry collection exploring how automated language systems shape human expression, a critical lens that carries directly into the way I approach UX.

EXPERIENCE

UX/UI Designer — Self-employed (Remote), Mar 2026 – Jul 2026

- Redesigned the website of a beauty brand, reducing checkout steps from 5 to 3 and removing a mandatory account registration barrier to improve product discoverability and purchase flow.
- Contributed to approximately 20% revenue growth within 2.5 months of launch.
- Collaborated directly with the client to translate business objectives and user needs into clearer information hierarchy and navigation design.

UX/UI Designer & Product Lead (Intern) — Australian Pacific College, Brisbane (Remote), Oct 2025 – Dec 2025

- Led a 4-person cross-national team (Australia, Colombia, Thailand) to deliver a mental health app MVP within a 6-week sprint, owning the process from kickoff through high-fidelity prototype.
- Improved task completion rate from 58% to 83% across two rounds of usability testing (24 participants total) by redesigning navigation structure and onboarding flow.
- Identified a mismatch between the assumed user group and actual users during discovery, redirecting the team toward multilingual support and language-matched chat features before design work was finalized.
- Defined product positioning and conducted competitive analysis for an underserved cross-cultural mental health context, establishing multilingual support as the core feature direction.

Full-Stack Engineer — QuantalAI, Brisbane (Remote), Jan 2025 – Present

- Identified a 20-second translation delay as a critical experience barrier from the user's perspective, proposed a solution direction and drove implementation, reducing the displayed latency to under 7 seconds; the prototype contributed to the company's first customer contract following three enterprise demos.

Arts Project Manager — instant42 Art Space & Taitung Dawn Artist Village, Taiwan (On-site), Jan 2020 – Apr 2023

- Achieved a 30–50% return participation rate by conducting community interviews with local neighborhood representatives before each program cycle and iterating workshop content and pacing based on post-session feedback.
- Designed and facilitated multi-format community workshops (painting, printmaking, documentary theater, photography) serving participants aged 10 to 80.
- Developed government arts grants totaling USD 187K; the project received the 10th Public Art Award.
- Executed 40+ exhibitions, performances, workshops, and public events, including a flagship project spanning 8 sessions, 50K attendees, and a USD 320K budget, coordinating across government agencies, artists, vendors, and corporate partners.

AWARDS & RECOGNITION

- **10th Public Art Award (2026)** — Won the Arts Education Outreach Award; nominated for Arts Curation Award
- **Taoyuan International Art Award (2019)** — Selected from 543 submissions across 11 countries for a poetry collection created with predictive text, exploring how automated language shapes human expression

SKILLS

Design: Figma (high-fidelity prototyping, design systems, components), information architecture, user flows, wireframing, usability testing, competitive analysis, user personas, journey mapping
Technical: Python, TypeScript, React, AWS, SQL **| AI:** Claude, ChatGPT, GitHub Copilot **| Tools:** Notion, Asana
Languages: English, Mandarin Chinese

EDUCATION

UX Design Diploma — Australian Pacific College, Australia, 2025
Fine Arts Bachelor — Da-Yeh University, Taiwan, 2016 – 2020