

# LUWIN CHANGCO

(201) 381-8737

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www.luwin.design

## EXPERIENCE

### Product Designer

#### Advance Local

Jersey City, NJ

April 2019 - Present

- Effectively collaborate with Director of Visual Design, Engineers, Researchers and Product Managers to execute design enhancement deliverables across 11 local news markets
- Implement a quarterly study on Perceived Value which helps strategize the complete redesign of article page experience based on consumer insights
- Spearhead redesign initiative of Real Estate product, from UX research to translating recommendations into high fidelity prototypes
- Responsible for UI design decisions to create consistent, responsive experiences among all digital products
- Communicate research and insights to entire organization by creating the first ever quarterly Advance Local UX Design newsletter

### Designer

#### OwnBackup

Fort Lee, NJ

Jan 2018 - Nov 2018

- Lead designer responsible for company's brand consistency in regards to all aspects of design
- Transformed complex concepts and products into visually pleasing, understandable marketing material for customers and prospects, including eBooks, newsletters, presentations, brochures, and animated videos
- Managed company website and designed updates for improved user experience and SEO - utilizing Hubspot and custom code
- Art directed the creation of company trade show booth, including booth interior design, custom giveaways, social media assets, event landing pages, and branded print collateral - all of which helped the company exceed its pre- and post-event pipeline goals
- Created social media content for pre-launch marketing campaign resulting in a 16% increase in new followers and most engaged Twitter posts
- Autonomously worked in fast-paced startup environment while successfully balancing multiple projects and consistently meeting deadlines

### UX/UI Design Intern

#### Toymail

New York City

Oct 2017 - Dec 2017

- Redesigned responsive web pages, including Toymail homepage, shop page, and support page to reflect company's rebranding initiative
- Executed designs for social media content, digital advertising, emails, catalogs, and brochures
- Improved company's visual style and ensured consistent application through all design deliverables

### UX/UI Design Apprentice

#### Bloc, Inc.

Remote

Dec 2016 - Aug 2017

- Completed a 500+ hour, project-based online mentorship program focused on UX/UI design and fundamentals of front-end development
- Analyzed competitors, crafted user surveys, and conducted interviews for creation of personas, user stories, user requirements, and user flows
- Designed low to high fidelity wireframes and prototypes for iOS application and responsive website
- Conducted user tests to iterate and validate design decisions

## EDUCATION

Sep 2013 - May 2016

### Rutgers University, New Brunswick, NJ

B. A. in Biological Sciences, Minor in Art History

GPA: 3.4/4.0

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## TOOLSET

### UX Design Process:

Usability Testing  
User Survey  
User Flows  
User Interviews  
Competitive Analysis  
Personas  
Sketching  
Wireframing  
Prototyping  
Branding  
Typography  
Color Theory

### Design Tools:

Sketch  
InVision  
Balsamiq  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Adobe InDesign  
Adobe After Effects  
Adobe Premiere  
Principle  
User Zoom  
Miro  
Keynote

### Web Development:

HTML  
CSS/Sass  
JavaScript (basic)  
Git/Github  
Bootstrap