



ISAR CHANG

PRODUCT DESIGNER

EXPERIENCE

Postlight (now Launch by NTT Data)

Senior Product Designer | Dec 2021 – Jan 2023

Led the website redesign efforts for **Punchbowl News**, a subscription-based newsletter and political news community, while driving product strategy and advocating for more accessible UI/UX patterns. Defined the strategic direction as UX consult for the redesign of **MIT Technology Review**'s homepage. Utilized and expanded upon **Nasdaq**'s newly introduced design system to redesign News & Insights, Market Activity, and Careers pages on *nasdaq.com*, resulting in a +485% conversion rate in clickthroughs to job boards.

Product Designer | Feb 2020 – Dec 2021

Solved for complex, highly specific use cases in the design of several features for *Mercury*, a custom communications platform allowing employees at the **MTA (Metropolitan Transportation Authority)** to publish critical information across several platforms to millions of public transit riders in and around NYC. Closely collaborated with several designers on a brand new, fully responsive design system for use across **Nexstar**'s 120+ individual local news station websites.

Small Planet

Senior Designer | Jul 2017 – Jan 2020

Led the design of an enterprise app for pharmaceutical company **Alyvant**, working closely with a cross-functional team to improve the workflow and efficiency of Alyvant's sales force. Redesigned the customer experience for e-commerce website **Stoney Clover Lane**, resulting in more accurate order fulfillment and a 200%+ increase in sales. Conducted user research across multiple projects, from qualitative surveys to moderated usability testing using interactive prototypes. Initiated an internal accessibility effort to bring our design and development teams up to current standards.

Designer | Jul 2015 – Jul 2017

Worked strategically with clients including **Disney**, **Oakley**, **The NPD Group**, and **Planned Parenthood** to refine existing features as well as develop new ones for each company's respective native iOS and Android apps. Generated rich prototypes to demonstrate micro-interactions and in-app animations. Hand-lettered a full alphanumeric set and crafted custom illustrations for use as app image assets. Designed a working concept app in 2.5 weeks that was demonstrated to attendees of the 2017 New York Toy Fair.

INVOLVEMENT

Program Coordinator

Product Design Internship Program | Postlight

Built out and facilitated Postlight's first-ever Product Design Internship Program, working directly with design management, HR, and 2 other coordinators. Evaluated and interviewed candidates for the role, which received 180 applicants in just 4 days. Provided mentorship and helped manage the intern during the 12-week program.

ERG Founding Member & Leader

Environment ERG | Postlight

Planned and facilitated 2 company-wide virtual Earth Day events, featuring Spencer Glendon of *Probable Futures* and low-carbon web design studio *Hey Low* as presenters.

Event Organizer

Design Elephants Event Series | Postlight

Collaborated with a fellow designer to organize a *Design for Safety* workshop (open to the public) that was facilitated by designer and author Eva PenseyMoog, as part of Postlight's Design Elephants event series.

EDUCATION

Rochester Institute of Technology

BFA in Graphic Design

Minor in Advertising & Public Relations

Rochester, New York | 2015

SKILLS & TOOLS

UI, UX, Visual Design
Product Strategy
User Research
Rapid & Rich Prototyping
Usability Testing
Lettering & Calligraphy
Content Strategy

Figma
FigJam
Sketch
ProtoPie
Miro
Adobe – Photoshop,
Illustrator, After Effects

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