

Rachel Chang

Designer

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(510) 676 - 7167

Education

Carnegie Mellon University
BFA in Communication Design
Human Computer Interaction minor
Pittsburgh, PA May 2017

Skills

Adobe Creative Suite
Principle
Sketch
CSS/HTML
Python
Qualitative research
Mandarin

Awards & Honors

Szylinski Blue Sky Thinking Award
School of Design Merit Award
Dean's List 2016 & 2017
University & College Honors

Experience

Bluewolf

[Graphic Design Intern – June 2016 to August 2016]

Created internal and external facing collateral for client events, digital marketing, reporting, trade shows, and social media, ensuring brand experience was consistent.

Symkala

[Visual and Experience Designer – June 2015 to June 2016]

Established branding system, designed workflow journeys, and prototyped interfaces and interactions for managing, analyzing, and visualizing structured and unstructured data

Design Patterns in Online Math Tutors

[Research assistant – June 2015 to October 2015]

Sorted through data, analyzed affect values, identified patterns in online math tutoring systems. Utilizing a data mining approach, designed experiments to determine best e-learning practices.

Lunar Gala Fashion Show

[Visual Director – Sept 2015 to February 2017]

Collaborated with print, web, and motion designers to establish the visual identity and branding of the show, as well as designing posters, show programs, and other print materials.

University Rowing President

[Jan 2016 to Jan 2017]

Coordinated with board, team, coaches, alumni, and university administration to support growth, securing over \$20,000 in donations. Previously led finance team as treasurer.

Projects

Fibo

[UX/UI – Jan 2017 to May 2017]

With a financial sector client, built a digital personal assistant that builds meaningful long term customer relationships through empowering them with increased financial literacy and decision making skills.

I Lived, We Live: What Did We Miss?

[Visual Design – Jan 2017 to May 2017]

With the community of Hazelwood in Pittsburgh, designed a museum that explores how divestment impacts a community. Responsibilities included interviewing stakeholders, developing a curatorial narrative, and designing exhibit graphics and wayfinding.