

# CHRISTINE CHANG

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Portfolio: <https://christineytchang.com>

## strategy & leadership

Product discovery

Roadmapping

Stakeholder alignment

Strategic planning

Mentorship

Design critique

## research & analytics

A/B testing

Conversion optimization

Metrics definition

User Interviews

Usability testing

Information architecture

Google Analytics

## design

Design systems

Interaction design

Multi-platform UI/UX  
(responsive web, mobile  
apps, TV apps)

Accessibility

Figma

Prototyping

## language

Chinese Mandarin  
(native)

Korean (conversational)

Senior Product Designer with 8+ years of experience across streaming, e-commerce, and ed-tech. Background in data analysis, leveraging experimentation and analytics to drive measurable product growth. Experienced in designing scalable, multi-platform experiences across web, mobile, and TV.

## experience

**Senior Product Designer** *MGM+, Prime Video Amazon* 04/2022–Present

**Product Designer** *MGM+, formerly EPIX* 11/2020–04/2022

Lead end-to-end design across web, mobile, and 5+ TV platforms for 400K+ monthly subscribers, serving as the sole design owner since 2022, setting product design vision.

- Improved acquisition and billing flows, increasing yearly plan conversion by 10.19%
- Designed and optimized high-impact discovery systems, driving 37% higher subscription conversion and 21% increase in content selection
- Led redesign of series and movie pages, achieving 46.5% stream conversion on web
- Launched 0→1 initiatives including AI-powered recommendations
- Mentor contract designer and partner with product and engineering; lead cross-platform design system, improving scalability and accessibility

**UX Designer** *Tommy John* 04/2019–11/2020

Improved e-commerce experience for 1M+ monthly users, by designing wireframes and prototypes, and collaborating with developers in an agile environment

- Through optimization of user journey and enhanced usability, increased feature conversion rate by 32%

**Product Designer (volunteer)** *Oppia* 09/2017–02/2021

Addressed students' pain points on the learner platform, used by 1,000,000+ students worldwide, and spearheaded the design of a crowd sourcing dashboard from scratch

**Data Analyst** *Digitas* 09/2017–04/2019

Designed and presented 6+ data-heavy dashboards, on PowerPoint & Tableau, for American Express each month by translating data into actionable insights

## education

**University of California, San Diego** *GPA: 3.7* 09/2013 – 06/2017

B.S. Management Science & B.A. International Studies - International Business with coursework in Human Computer Interaction