

MIN CHANG

Objectives

Design is problem solving. Some solutions are clear; some, more elusive. I'm a few months short of twenty years of experience designing with data, producing front-end experiences, learning from mistakes through iteration and leading by participation.

I'm looking for the opportunity to be a part of a larger design team that work on shipping products that millions of people use daily. I believe that good UI and UX work is a team effort in taking joy seriously.

Portfolio & Contact

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ENTERTAINING WORK



2014 — 2016 Principal Product Design

In 2014, Tribune Media Services acquired, then rebranded as **Gracenote**. During this transition, I adapted to an individual contributor role, taking on product management responsibilities in addition to my previous tasks.

I found where I was needed and stepped in, facilitating collaboration between the groups, offices and the individuals of the new Gracenote.

On Entertainment™ Showcase
showcase.onthedemo.com

ResearchTV
www.researchtv.com



2008 — 2014 Director of User Experience

I was the sole design resource for **CastTV**, a consumer website that, at peak, had over 4 million unique visitors a month. In addition to UX and UI executions, I also produced the live front-end code (HTML, CSS, JS).

In 2011 CastTV was acquired by **Tribune Media Services**, a data company. At TMS, I advocated for UX and design across the company.

www.casttv.com
itsmin.com/p/casttv.pdf

US Patent No. 9,398,350
Video Matching Service to Offline Counterpart



2007 — 2011 Co-Founder

GoldCartridge designed and produced original games for the browser and for iOS.

We also produced original games and marketing materials for clients such as Namco Bandai.

EffectGames built games based on a custom DHTML and JS engine that ran in the browser several years prior to the advent of HTML5 and CSS3.

absOrb
<http://bit.ly/1icfcS4>

Pig Rockets
<http://bit.ly/1h0bqQA>

ADVENTURES

2004 — 2008 Advertising Technology

Moving from the east coast also meant a change in career direction. At **IPIX**, I helped produce a new product portfolio that was the basis of an employee lead spin off.

AdMission Corporation's assets, the applications I'd helped develop, were eventually acquired by ADP (via Cobalt) and are still in use today.

Ad Technology Archives
itsmin.com/p/admission.pdf

1997 — 2003 Interactive Agencies

Prior to moving to California, I worked as an information architect and art director for ten years at **Agency.com**, **Barbarian Group** and **MCD Partners** amongst other interactive agencies.

My clients included brands such as **Tiffany & Co**, **LEGO**, **Sephora**, **MetLife**, **Nike**, and **AOL**.

Agency Archives
itsmin.com/p/lego.pdf
itsmin.com/p/tiffany.pdf

AWARDS

One Show, Interactive Merit
1998 Corporate Image B2C
MetLife

Communication Arts Interactive Annual 9
Business Category
Tiffany Mark Watch

TRAINING

BFA, BARCH Degrees Candidate

I spent four years at the Rhode Island School of Design studying architectural design. A fascination with the computers in the CAD lab set me on the path of learning about the hardware, software and skills I currently use for work.

SKILLS & TOOLKIT

Applications
Sketch, OmniGraffle, Photoshop, Illustrator

Code
HTML, CSS, SASS, JavaScript, Rails, GIT