

Ryan Chang

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Senior Product Designer with 4+ years across Japan, Taiwan, and Singapore, owning design end to end from research to launch. Shipped payment features for 65M+ users at PayPay and growth features at Carousell, working closely with product managers, engineers, and data analysts to move key metrics.

WORK EXPERIENCE

Senior Product Designer Nov 2023 – Present
PayPay, Japan · Mobile payment app with 65M+ users

- Led the Credit Card Voucher launch that moved 30% of 13M+ affected users off external card payments.
- Led the top-up redesign that raised average top-up amount 7% and cut processing fees 13%, validated through A/B testing.
- Designed a 0-to-1 lending feature for top-ups, owning borrowing, repayment, and overdraft flows end to end.
- Redesigned bank linking and savings flows based on user research, growing total user savings 7%.
- Built a Design QA process later adopted as the team standard, cutting engineering rework 65%.

Product Designer Jul 2022 – Oct 2023
Carousell, Taiwan / Singapore

- Redesigned sign-up and onboarding through user interviews and workshops, shaping the growth plan for new users and raising sign-up completion by 22% and new user growth by 13%.
- Led notification center redesign through card sorting and concept tests, raising click-through rate 20% and order completion 11%.
- Designed internal marketing tools from stakeholder input, making the case to drop paid third-party software and cut costs by 17%.
- Rebuilt the design system across iOS, Android, and web, raising component coverage by 32% and making design handoff 11% faster.

UX Designer Intern Jun 2021 – Sep 2021
Garmin, Taiwan

- Led an exploratory project on the exercise gaming market, prototyping smartwatch interfaces to test concepts with users and delivering three potential directions for the product roadmap.

UX Designer Intern Feb 2021 – Jun 2021
BenQ, Taiwan

- Researched the US K-12 education market for interactive whiteboard software, leading user research workshops to find user pain points and turning findings into clear design improvements.
- Designed B2B products for schools, improving device management and the teaching experience.

OTHER EXPERIENCE

Mentor
AAPD · 2024 – Present
Mentored 15+ designers on careers and portfolios, with several landing design roles. Coaching in the 2026 bootcamp.

Side Projects
Built with AI-assisted coding

- Illustration Inspector (Figma)
- Vocab Translator (Chrome)
- Coach Match (quiz tool)
- changyu.me (portfolio site)

EDUCATION

M.A. Communication
National Chengchi University
2019 – 2021
Coursework: Digital Design, Human-Computer Interaction

SKILLS & TOOLS

Core Skills
UX/UI Design · Interaction Design · Design Systems · Design Ops · Information Architecture · Data-Driven Design · Visual Design · Typography

Methods
User Research · Usability Testing · A/B Testing · Rapid Prototyping · Systems Thinking

Tools
Figma · Adobe CC · Cursor

LANGUAGES

Mandarin	Native
English	Fluent
Japanese	Intermediate