

SummerChang

Senior Product Designer with 8+ years shipping user-centered digital products from zero to one. Skilled in end-to-end product design—user research, wireframing, prototyping, interaction design, and design systems in Figma. Track record of cross-functional collaboration with engineering and product teams to drive measurable business outcomes. Google AI certified.

Experience

Playdates / *Founder & Product Designer*

Berkeley, CA (Oct. 2025 - Present)

- Led full product lifecycle from strategy and user research through UI design to App Store launch.
- Collaborated with parents through user interviews and usability testing to validate features.
- Improved onboarding flow by restructuring information architecture based on qualitative research insights.

Summer Chang Design / *Design Consultant*

San Francisco, CA (Jan '17 - Oct '25)

- **Alacrity Design System** — Created a scalable Figma design system, accelerating prototyping and implementation across home insurance products.
- **Bookee** — Led end-to-end UX for a voice-based AI booking agent (Vapi, ElevenLabs), from conversation flow design to UI delivery.
- **TCA (Taiwan CDMO Alliance)** — Designed and built the brand website for a biopharmaceutical alliance of 17 CDMOs; developed full visual identity.
- **ReKeepIt** — Redesigned merchant onboarding and landing page for a Shopify returns platform; increased rewards program engagement.
- **F&B Ordering Platform** — Reduced ordering error

rates by 85% and drove 16% revenue growth in one month through redesigned UX and menu navigation.

- **B2B Event Platform** — Led product design for an event management platform, driving 300% revenue growth for events with up to 600 attendees.
- **Bill Burns Design** — Developed Bentgo product lines including a top-selling Amazon backpack; pitch materials secured projects with Target and Hape
- **Cosmo Lab** — Delivered prototypes for Fuseproject, Amazon Lab126, and Microsoft; managed company launch event cultivating relationships with 400 guests
- **Target Corporation** — Collaborated with Entrepreneurs-in-Residence to design products for new mothers, utilizing user research to validate product-market fit

Tools: Figma · React · V0 · Vercel · Claude · n8n · Vapi · ElevenLabs · You.com API · Notion

Speck Design | Full-Time Industrial Designer (May '15 - Dec '16)

Palo Alto, CA

- Collaborated on product research and development for Google, Ford, Target, and Apple.
- Managed factory and vendor relationships, ensuring on-time execution of design specifications.

Education

Academy of Art University

MFA Industrial Design ('11 - '15)

Da Yeh University

BA Information Management ('05 - '09)

Certifications

- Google AI Professional Certificate ('26)
- Advanced Figma Training ('23)
- Google UX Design Certificate ('22)

Awards

- 1st Place, You.com Agentic Hackathon — MINA ('25)
- 2nd Place, Chroma Awards Hackathon — SKAIs The Limit ('25)