CHOFI CHANG

Senior Product Designer | Design Systems · Design-to-Code · Web & App

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10+ years across brand and product in Taiwan, Singapore, Shanghai, and Barcelona. The first designer at TVBS to build a shared token system with engineering and to ship production code. Now focused on products where software meets hardware.

Experience

Senior Product Designer, TVBS, Taiwan — May 2024 – Jul 2026

- Built design systems for two platforms, including the company's first token architecture shared with engineering, which became the model other designers followed.
- Became the first designer at the company to ship production front end, designing and coding two campaign sites; 800+ quiz completions.
- Turned a hand-assembled cover feature into an editor-run CMS template: production 2 months → 2 weeks, plus a new NT$800–900K sponsorship slot per issue.
- Redesigned an AI Q&A entry point after finding readers mistook it for an ad; alongside a prompt update, daily follow-on article views rose from ~900 to 1,350+.
- A/B tested a riddle-led ad format with 480K users: the riddle drew 2.7× the ad's click-through rate, and total ad clicks rose 9%.

Freelance Product Designer, Taiwan — Jun 2023 – Apr 2024

- Redesigned ICHAM's asset management website; the client reported 30+ qualified leads in the first months after launch.

Lead UI/UX Designer, ADDX, Singapore (Remote) — Apr 2022 – Jun 2023

- Redesigned the investment platform website, shipping its first mobile-responsive experience.
- Created brand guidelines and applied them to ADDX Advantage, the platform for institutional investors.

Brand/UX Designer, Lo Siento Studio, Barcelona — Jun 2021 – Dec 2021

- Designed brand identities and websites blending graphic and artisanal design.

Brand Designer, Design Bridge and Partners, Shanghai — Feb 2019 – Sep 2020

- Packaging for a 3,000+ store supermarket chain (600+ SKUs); baby food rebrand that lifted average order value 20%.

Creative Marketing Designer, Name and Name, Taiwan — May 2016 – Sep 2018

- Art direction for the adidas × SK-II campaign and retail graphics for adidas Beijing Sanlitun flagship.

Design Strategist, The Boutique Agency, Singapore — Nov 2014 – Dec 2015

- Campaign content and pitch proposals for BBC World, Samsung, and Philips.

Projects

Caramisu, Side Project — Oct 2025 – Apr 2026

- 0→1 slow-dating app from ideation to TestFlight beta: core flow, component library, accessible color system.

Skills

Product
Product Design, UX/UI Design, UX Research, Prototyping, Wireframing, UX Strategy

Systems
Design Systems, Design Tokens, Component Libraries, Figma

AI & Code
Claude Code, Figma MCP, AI Prototyping, Lovable, HTML/CSS

Brand
Branding & Identity, Art Direction, Visual Design, Motion Design

Education

AI-Enabled Wearable Technology
Aalto University, Summer School, Aug 2026

UX Academy
Designlab, Top 10 Portfolio, 2023 – 2024

Master's in Graphic Design
Elisava, Barcelona; thesis nominated for Special Award, 2020 – 2021

BA English Literature
Soochow University, 2010 – 2014

Community

Design Mentor, ADPList
2025 – Present

Writer, apple25a (Substack)
2026 – Present