

# Joshua Chang.

Product — Brand — Systems

A UX designer focused on making technology more *accessible* and more *fun*. I care as much about how a product looks as about the *story* it tells the person using it — equally at home following a tight design system or starting from a blank page, and comfortable taking an idea from research through interface, brand, and a shipped product.

Email [joch6057@gmail.com](mailto:joch6057@gmail.com) Portfolio [joch6057.wixsite.com/joshua-chang](https://joch6057.wixsite.com/joshua-chang) Based Orange County, CA Open to UX roles & freelance

## Experience

### Founder & Designer, Flow3r

2026 - PRESENT

*Self-employed · premium glassware e-commerce brand*

- **Founded and run the business end to end** — registered the company (EIN), source and negotiate with suppliers, and manage inventory, fulfillment, and operations.
- Created the full **brand identity** from a blank page: naming, logo, color system, and art direction — positioned as a premium design-object brand.
- Designed and built a **custom Shopify (Liquid) storefront** — editorial lookbook layout, age gate, cart drawer, product tiers, and SEO-structured copy.
- Shot and retouched the entire **product catalog** in a self-built studio, with lighting tuned for reflective glass and one consistent look across every image.
- Run **marketing & social** on Instagram (with TikTok launching) — organic content built around the aesthetic, **giveaways**, and **creator & brand-deal partnerships**.
- Plan and run **advertising** within a heavily restricted category, using policy-safe creative and landing pages to keep campaigns approved.

### Web & Marketing, TNO Apparels Inc.

2023

*Apparel brand*

- Built and maintained the brand's **website and online storefront**.
- Ran **marketing** — content, social, and promotional campaigns to grow reach and sales.
- Produced on-brand visual assets for product and promotion.

## Selected Project

### League of Legends — Ranked Tab

CONCEPT · UX/UI

*Self-directed redesign*

- Reimagined the ranked experience to make competitive play feel more **rewarding** for new and returning players.
- Ran **user surveys and competitive analysis**; tightened research questions when early responses came back unusable.
- Worked **within Riot's published design language** — matching typography and hierarchy so the redesign felt native to the game, not imposed on it.

### Skills

#### UX

Research & surveys, competitive analysis, problem framing, user flows, IA, wireframing.

#### UI

Visual hierarchy, typography, design systems, components, responsive layout.

#### BRAND

Identity, naming, logo design, art direction, visual systems.

#### E-COMMERCE & MARKETING

Shopify storefront design, merchandising & conversion, SEO, social media (Instagram, TikTok), organic content, paid ads & ad-policy navigation, creator & brand deals, giveaways.

#### PHOTOGRAPHY

Product photography, studio lighting for reflective glass, retouching & post-production.

#### BUILD

Front-end (HTML/CSS), Shopify Liquid theming, AI-assisted "vibe coding," command-line workflows.

### Tools

Figma · Shopify · Photoshop · Lightroom · Claude Code

### Education

#### BFA, Interactive & Graphic Design

California State University, Fullerton

2022 - 2026