



KEVIN CHANG

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HTC VR & AI Glasses UX Design Works

<https://www.figma.com/design/xONmAa3Fz9SoZDHVCgguUO/HTC-UX-Design-Work>

Vibe Coding Project – ROS Robot Monitoring & Visualization Platform:

<https://www.figma.com/deck/iNSIN8RKRULech3Gh7T9Fx>

Portfolio (English) :

https://drive.google.com/file/d/1EGgHW1BDWa4YeC_Y7-hIBN2ftWJis8dl/view?usp=sharing

SUMMARY

Senior Product Designer with nearly 9 years of experience across AI, AR/VR, e-commerce, and automotive products. Most recently designed the end-to-end experience for HTC's AI smart glasses and their companion app. Skilled at taking new products from 0 to 1 and turning user needs and technical constraints into clear, buildable specs, using AI tools to prototype and iterate quickly.

Core Strengths

- Wearable and connected hardware: cross-device UX for AI smart glasses and their companion app, shaped by hardware capabilities and real-world context.
- 0–1 product definition: led new products from exploration and validation through to delivery.
- Design systems and interaction standards: built platform-level design systems and cross-platform 3D/VR interaction guidelines.
- UI craft across app and web: work for Genesis, Ford Mustang Mach-E, and Shoptline, spanning mobile apps, mini programs, web consoles, and tablet POS.
- AI-driven workflows: built a Design-to-Code system in Figma Make that reproduces about 90% of layouts and interactions from design files.

WORK EXPERIENCE

Senior UX Designer, HTC

Aug 2024 - Feb 2026

- Designed the end-to-end UX for HTC AI smart glasses, covering the AI camera, voice interaction, and companion app, from feature planning and validation through to delivery.
- Defined cross-platform 3D/VR interaction standards, including camera systems, movement controls, mobile one-handed UI, and custom action keys; validated them with PlayCanvas and Unity prototypes and turned them into guidelines shared by creators and developers.
- Designed platform-level mission, reward, and notification systems with reusable templates, supporting onboarding, engagement, and long-term growth for Viverse.
- Built a Design-to-Code component template system in Figma Make, converting design tokens, components, and layout guidelines into front-end code; generated prototypes reproduced about 90% of layouts and interactions, shortening design-to-development handoff.
- Transformed complex AI generative tool workflows into intuitive, executable user experiences.

Senior Product Designer, Shoptline

Aug 2023 - Aug 2024

- Led the POS checkout revamp across the iPad checkout and merchant admin console; planned and ran on-site research with retail, F&B, and fashion merchants of different sizes to identify key pain points in discounts and member information.
- Designed a KOL group-buying storefront from 0 to 1, covering merchant-side store setup and a consumer-side one-page checkout; validated discount display and checkout paths through A/B and usability testing.
- Partnered with product, engineering, and business teams to turn merchant needs into scalable POS and OMO features.

Product Manager, Gamania**Oct 2022 - Aug 2023**

Redesigned the consumer app beanfun!, restructuring the product architecture and improving conversion rate and user engagement after launch.

UX Design Manager, Publicis Groupe**April 2022 - Oct 2022**

- Led UX design for brand digital platforms, including the Genesis official website and mini program and Huawei conference event websites.
- Managed a team of 1–3 designers, guiding design direction and ensuring high-quality delivery with PMs and engineers.
- Directed UX strategy across automotive and technology clients.
- Contributed to major pitches and proposals, including Harley-Davidson and Siemens.

Senior UX Designer, VMLYR (WPP)**April 2020 - April 2022**

VMLYR is global agency partner for Ford China

- Led UX design for Ford Mustang Mach-E digital experience in the China market.
- Owned the end-to-end design process including user research, interviews, UX flows, wireframes, and UI design.
- Designed the Mustang Mach-E official website, including user journey and interaction flows.
- Led and mentored a team of 3–4 designers, guiding project execution and design quality.

UX Designer, Weimob**Jul 2018 - Apr 2020**

Weimob is a leading provider of cloud-based commerce and marketing solutions on Tencent's social platforms for SMBs in China.

- Identified usability issues and improved product experience by restructuring information architecture, redesigning user flows, and creating prototypes for apps, WeChat Mini Programs, and web consoles.
- Collaborated with cross-functional teams to launch new product versions and industry-specific e-commerce templates, improving merchants' ability to build and manage online stores.

CRM System Engineer, Decathlon**Sep 2017 - Jul 2018**

- Collaborated with the France HQ team to deploy global CRM systems in China and maintain customer and loyalty program databases for Asia markets.
- Provided technical support and solutions for business teams.
- Gathered and analyzed user and customer requirements to improve localized IT systems.

Software Developer, Activision Blizzard**Feb 2017 - Aug 2017**

- Maintained and developed backend services for Call of Duty Online.
- Used GitHub workflow, Jira, and Bamboo to manage development and run unit tests.
- Built internal tools in Python to support operations teams.
- Worked with MySQL, Docker, Kibana, Elasticsearch, Jenkins, and AWS in the development environment.
- Followed Scrum practices, including stand-ups and sprint planning.

EDUCATION

Master, Interaction Design**Sep 2024 - Oct 2026**

National Taipei University of Technology

BA, Information Management**Sep 2010 - May 2015**

National University of Kaohsiung Kaohsiung, Taiwan