

Helen Y. Chang

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Accomplished design leader with expertise in visual and UX design, animation, and illustration within the educational technology field and creative agencies. Passionate about leading teams and collaborating to create impactful, engaging experiences that inspire learners. Skilled at balancing hands-on design work with strategic leadership, streamlining processes, and ensuring high quality results.

SKILLS:

Creative direction
Design thinking
Leadership
Team building
People management
Cross-functional collaboration
User-centered design
Interaction design
Visual design
Product design
Design systems
User research
Illustration
Storyboarding
2D animation
Playful learning
Game design
Storytelling
Paper & digital prototyping
Agile development

TOOLS:

Figma
Adobe CC
 Animate
 Illustrator
 InDesign
 Photoshop
 Premiere
 XD
Sketch
Usertesting
Miro
Lucid Chart
Jira/Confluence
Google Workspace
HTML/CSS
Wordpress
Elementor

WORK EXPERIENCE:

Paramount • Sr. Director, Product Design

February 2024 – September 2024 | www.paramountplus.com

Paramount+ is a D2C subscription based video on-demand and live streaming service. I was invited to join the Paramount+ team to lead design for Kids & Family when Paramount closed Noggin.

- Led product design initiatives to deliver Kids & Family content and shape viewing experiences across OTT, mobile, and web platforms to ensure engaging, user-centered experiences for young viewers and families with kids
- Partnered across product and engineering teams to conduct AB tests to drive creation and usage of Kids Profiles, introduce interactive games, and feature generative AI collections

Nickelodeon • Sr. Director, Product Design

November 2021 – February 2024 | www.noggin.com

Noggin is the little kids learning app where kids ages 2-7 learn and grow with their favorite Nick Jr. characters through interactive games, activities, ebooks, and episodes.

(Noggin was closed by Paramount and privately acquired in 2024)

- Led a team of 5 UX/UI and Interactive Designers across Noggin's mobile and tablet apps, website, and interactive content
- Planned and facilitated design sprints with cross-functional teams and stakeholders to rapidly ideate, prototype, and test new concepts in order determine how to best meet our our kid and grownup users' needs
- Partnered with product, content, learning, research, analytics, marketing, and engineering teams to reimagine Noggin's streaming app and launch a personalized, fun, and interactive learning experience
- Delivered on improved learning outcomes and increased overall engagement to win the 2024 Kidscreen Award for "Best Learning App - Branded"
- Spearheaded Noggin's design system evolution, aligning patterns and components for scalability and a cohesive user experience

AWARDS:

Kidscreen Awards, 2024

Best Learning App – Branded
Noggin App

The Webby Awards, 2020

Nominee – Games, Kids & Family
Collisions: Play Chemistry

The Webby Awards, 2018

Honoree – Games, Social Impact
Collisions: Play Chemistry

EDUCATION:

Pratt Institute, New York, NY

Masters of Professional Studies
Design Management,
with distinction

NC State University, Raleigh, NC

College of Design
Bachelors of Art and Design,
Minor in Business Mgt.,
cum laude

University of Science & Technology, Kumasi, Ghana

Study abroad,
concentration in ceramics

nCino • Senior Product Designer

July 2020 – October 2021 | www.ncino.com

nCino is a worldwide leader in cloud banking working to transform the financial services industry through innovation, reputation and speed.

- Collaborated with product managers, SMEs, engineers, and designers to understand the complex needs of our users in order to deliver clean and elegant user experiences for our financial institutions and their customers
- Create user flows, wireframes, and high fidelity mockups to iterate on, validate, and deliver design solutions
- Partner with a team of designers and engineers to build and maintain a scalable design system integrating the Salesforce Lightning Design System with custom components and patterns
- Help define and craft company wide users personas to help internal stakeholders, employees, and new hires better understand our users

PlayMada, NYC • Executive Creative Director

April 2012 – April 2020 | www.playmada.com

PlayMada creates web and tablet based STEM learning resources for middle and high school students.

- Built and managed a team of UX, visual, and game designers; engineers, educators, and producers for our science product
- Partnered with cross functional teams to define requirements, conceptualize, and design a new product framework to deliver a system of Webby Nominated digital science games for web and mobile platforms
- Worked hands on with design, pedagogy, and engineering teams throughout research, ideation, prototyping, visual design, user testing, iteration, and QA testing to translate science concepts into interactive playable experiences in an agile environment
- Defined and leveraged design systems in collaboration with engineering to simplify and streamline UI and UX design implementation across individual learning experiences within our suite of products
- Analyzed usage data and user feedback to iterate on and refine our learning games and resources to meet user needs and improve the overall user experience
- Oversaw, executed, and maintained visual and UX design across product and marketing functions for our science and math products including digital and printed marketing collateral, websites, and supporting classroom materials

BrainPOP, NYC • Art Director + Senior Animator

08/2006 – 04/2012 | ell.brainpop.com

- Collaborated with a team of animators, educators, writers, and developers to create BrainPOP ELL, an engaging and effective digital English language learning product for kids in grades K–8
- Translated language rules and grammatical concepts into animated movies and interactive digital activities for over 20 web based lessons
- Defined production processes and cross functional workflows
- Provided creative direction on scripts, storyboards, and movie iterations for content and animation teams
- Established design systems to shape best practices for the animation team consisting of prop and background asset libraries, animation templates, style guides, and advanced character puppets
- UX/UI design of digital games, quizzes, and interactive features

Smart Design, NYC • Production Designer

01/2006 – 08/2006 | smartdesignworldwide.com

- Worked as the in-house designer collaborating with Marketing, Communication Design, and Interaction Design teams to conceptualize, design, and execute marketing tools and collateral
- Partnered with internal design and business teams to redesign and develop the company website
- Designed and produced digital brochures, project case studies, client/project presentations, and an internal digital asset library
- Served on the design team to improve and revamp the exterior graphics of NYC Taxis

JADE Learning, Raleigh, NC • Designer/Animator

12/2003 – 12/2005 | www.jadelearning.com

- Created animations, illustrations, and activities to visually depict and support educational concepts for both print and online courses
- UX/UI design for product websites, course material content management systems, content simulation tools, and course templates

Propellor ID, Durham, NC • Multimedia Developer

05/2001 – 01/2004

- Concepted, designed and developed 2D animations, presentations, CD-ROMs, screensavers, and promotional banners
- UX/UI design and development of client websites ranging from small advertising firms to large telecommunication companies