



Jimmy Chang

Visual Designer / Digital Designer / Branding / Growth Design

Digital Designer with 8 years' experience in agency and SaaS environments. I create campaign assets, UI/web interfaces, and brand systems for both B2C and B2B products. By pairing design best-practices with user and performance data, I deliver visuals that boost engagement, strengthen product launches, and support go-to-market plans.

<https://cwchang.design/> | [LinkedIn](#) | jimmycwchang@pm.me | 0929-193-733

Work Experience



Senior Visual Designer

SkyMakers Digital | Dec. 2023 - present

- Applied data-driven design in collaboration with PMMs and the growth team, optimized website visuals through A/B testing and performance metrics to drive higher CVR, and aligned with GTM strategy
- Designed marketing collateral for FormX and Authgear, including websites, landing pages, newsletters, videos, social media creative, and sales kits
- Collaboration with sales and product teams to develop GTM materials aligned with strategy, such as pitch decks, leaflets, one-pagers, and booth visuals for international exhibitions



Senior Graphic Designer

GoFreight | Sep. 2021 - Mar. 2023

- Designed Series A pitch deck that successfully secured USD 23M in funding
- Led a team of 4 and built a streamlined workflow to enhance collaboration with front-end teams
- Revamped the GoFreight official website with a data-driven UI/UX strategy
- Created integrated marketing assets, including campaigns, landing pages, outreach emails, and newsletters, boosting open rate to 95%
- Established brand identity from 0 to 1, including tone, guidelines, and visual identity
- Collaborated with PMs on product launch, including key visuals, UI designs, and motion graphics
- Produced in-house videos and animations from planning to post-production
- Designed offline and O2O materials such as event booths, sales kits, and marketing collaterals
- Supported 10+ external partners in refreshing digital and print brand materials



Web Designer

PIXNET Digital Media Corporation | Aug. 2018 - Sep. 2021

- Led end-to-end creative development for digital campaigns, ads, and online/offline brand events
- Created and managed the brand mascot "HAPPIX", for social engagement
- Produced digital ad visuals and specs aligned with performance goals
- Delivered eye-catching visuals for brands, including L'Oréal, LG, Dyson, Universal Pictures, and more



UI Designer

J. Walter Thompson | Dec. 2016 - Aug. 2018

- Designed UI/visual designs for websites, apps, campaign sites, HTML5 banners, and online ads
- Supported digital pitches and presentation decks for AIA, Amway, Cathay Life, and ASUS
- Delivered eye-catching visuals for global brands, including Amway, ASUS, BenQ, Ford, Benesse, CTBC Brothers, KYMCO, SOFY, Taishin Bank, HSIN TUNG YANG, and WIN-SING Development

Education

M.S. in Information and Learning Technology

National University of Tainan, 2014 - 2016

B.F.A in Digital Multimedia Design

Tajen University, 2010 - 2014