Andy Chang

Product Design Leader

linkedin.com/in/andychang
chang.andy@gmail.com
theandychang.com

SUMMARY

Enterprise UX leader with 20+ years building complex B2B platforms. Most recently in **GenAI-enabled solutions** and **design systems**, I make **UX measurable** (analytics → OKRs) to raise CSAT/NPS and reduce delivery risk. A **player-coach** partnering with Product and Engineering, I turn ambiguity into **informed decisions** through research, metrics, systems thinking, and design ops. I lead UX strategy, research-driven design, and streamline design ops achieve business goals.

PROFESSIONAL EXPERIENCE

Boston Consulting Group (BCG)   2016 – Present
Senior Manager, User Experience   *Boston, MA*

Deckster (GenAI slide creation platform, 2024 – Present)

- **Defined UX KPIs** for adoption/engagement/satisfaction and **instrumented a UX KPI loop** to prove design → behavior → outcome; mapped releases to feature-level engagement lifts noted above

- Research & instrumentation: Mapped the slide-creation lifecycle and user journeys from **13 studies / 100+ participants** in 2025 (26 / 250+ total)

- Agentic Deckster Beta: Launched MVP Sep '25 and established KPI baselines. Facilitated post-MVP roadmap definition workshop: **7** features prioritized, **5** in development

Design-Systems to scale delivery

- Founded and scaled BCG's first design system to **200 components / 7,700 variants**, **28k weekly inserts**, **~2 days saved per sprint**, secured $160k dedicated funding

- Led weekly **cross-team alignment** to standardize and codify design and interaction patterns to accelerate consistency and reuse while reducing variability. **Drove adoption** of a new GenAI Design System.

- Patterns and design decisions documented in Storybook: **28 components, 190 variants** (Oct '25) with WCAG AA accessibility built in, enabling rapid design-to-code collaboration between UX and Engineering

Prior UX leadership (2016 – 2024)

- **Scaled UX team** from 2 → 42 globally, managed 6 direct reports, mentored and coached entry- to manager-level staff

- **Led BCG's design practice** from 2016 to 2021 and directly established sustainable processes, rituals, operations, standards, and best practices for a globally distributed org.

- Led weekly cross-product collaboration, knowledge sharing, and design critiques across the global UX team. Facilitated cross-functional workshops in Design Thinking, product visioning, road mapping, and UX training for senior stakeholders

- Redesigned 8-product portfolio **used by an executive audience** (~2k Partners/~280 senior leaders). Created portfolio and product level service maps. Achieved **96% user satisfaction** and **28% reduction in support tickets** in Year 1

SELECTED RESULTS

Deckster (GenAI): CIO 100 Award 2025; Chat +29 → 84% (1 wk); Translate +11 → 95% (4 wks); Vignette +18 (4 wks); ESAT 69%; NPS 72; WAU 4-5k; MAU 13.1k; 255k slide generated (YTD)

Quality lift: "Very easy" +18 pts → ~60%; Addressed ~75% of pain points

Design-System adoption: 15 products; 139k component insertions (Jun '25 peak)

Leadership: Driving standards and pattern reuse that de-risks delivery and scales velocity

KEY STRENGTHS

Design Ops for scaling UX teams

UX KPI definition and instrumentation to measure design impact mapped to outcomes

Design systems (Figma/Storybook)

Embedded Accessibility (WCAG AA)

Workshop facilitation

Research strategy

Design-to-code collaboration

EDUCATION

MBA, Boston University (Leadership & Strategy)

MS, Tufts University (Human Factors/HCI)

BS, RPI (Product Design & Mechanical Engineering)

AWARDS & CERTIFICATIONS

Awards
CIO 100 Award (Deckster, 2025)

Recent Certifications
IDEO U: AI and Strategy Certifications (completed '24-'25)
NN/g: UX Management Certification ('22)

US Patents
Aptima, Raytheon, Tufts University

PUBLICATIONS & PRESENTATIONS

9 selected (citations on request)