

Felix Chang

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LEADERSHIP EXPERIENCE

Senior Manager, UX Research | Teladoc Health 2021 - Present

Lead and grow team of UX Researchers who evolve Teladoc's virtual health services, app, & devices for 60M eligible members; coach and promoted 66% of direct reports; facilitate team conference presentation, mentorship, and training opportunities

Build & develop teams, co-created and operationalized a Product Skills Growth Toolkit referenced 4,700 times, coached 20 managers on using the Toolkit with direct reports; Interviewed 48 cross-discipline candidates, Sr. Director & below; revised career ladders

Advance inclusion through accessibility testing resulting in 5 app resolutions; require equitable recruitment in all studies (50% BIPOC participants; disability representation)

Increased UXR team study capacity by 66% in 2023 despite 37.5% vendor budget reduction via cross-team prioritization, coaching, outsourcing, research democratization

Defined 3-year Product Experience strategy, influenced C-level annual investments

Led UX research to shape app redesign, increasing virtual therapy bookings by 30%

Strategy Director | Artefact 2016 - 21

Award-winning research & innovation consulting on 33 client projects; identified insights through research; created AI & emerging tech visions and strategic roadmaps; iterated and shipped tech products; influenced clients at C-Level and below; facilitated workshops for ~900 stakeholders; researched and worked in 7 countries

Led & grew 9 teams of researchers & designers; resourced projects based on IC goals, managed team health, scoped & advised on approaches, and coached to elevate quality

Created processes to scale human-centered research + design globally, equipping teams in 4 continents and 3 languages to create user archetypes and experience maps

Contributed to business development efforts resulting in ~\$935K revenue

Previous roles: Senior Design Researcher, Associate Strategy Director

Select clients: Meta, Samsung, Microsoft, Salesforce, World Bank, Gates Foundation

Community Involvement Commissioner | Seattle 2017 - 21

Advised 13 City departments on equitable community engagement practices

Design Researcher + Associate UX Designer | IBM 2013 - 15

Co-led UXR for 75-product cybersecurity portfolio; **UX design** for data analytics

Instructed ~630 executives, PMs, designers, and Fortune 100 clients on design thinking

Conducted UX research to inform cloud platform strategy; findings presented to CEO

Stanford Virtual Human Interaction Lab 2010 - 11 | 12 - 13

Led an empirical social science experiment on interaction in VR; quant data analysis

Published study & won an **academic award** (1 of 10 recipients; student body of 7000)

EDUCATION

Stanford University

B.A. with Honors in Cognitive Science Psychology, Spanish Minor

HUMAN-CENTERED SKILLS

Product Strategy + Leadership |

Vision, roadmap, competitive analysis, metrics, JTBD, journey

Management + Communication |

Goal-based people development, matrixed people management, ops, resourcing, workshop facilitation, vendor management, procurement

Research + Design |

Generative & evaluative qualitative methods, design thinking, service design, working knowledge of quant

SELECT PRESENTATIONS

Design Mgmt Institute Panel 2021

Fostering psychological safety

Seattle Interactive 2020

[Process to build inclusive tech](#)

AIGA Changemakers (4 years)

Instructed 24 nonprofits and 240 designers on social impact design

SXSW Interactive 2015

How avatars in VR shape behavior

SELECT AWARDS + HONORS

Fast Company Innovation by

Design Award Honoree, 2022

[Research for a medical device](#)

US Patent | [Patterns in data viz](#)

LANGUAGES

Fluent: English and verbal Mandarin Chinese; proficient: Spanish

SELECT PUBLICATIONS

Harvard Business Review, 2020

[Inclusive product development](#)

Fast Company, 2017

[Design research and technology](#)