Kiko Pan

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SUMMARY

User-centered designer with experience in website development, UX/UI design, and content strategy. Passionate about leveraging design, analytics, and technology to enhance user experiences, drive conversions, and optimize company performances.

EXPERIENCE

Miss Vietnam San Diego | *Web Developer*   July 2024 – September 2024
- Developed Miss Vietnam San Diego's first website, creating their initial online presence.
- Learned and implemented Vue.js to build an interactive, responsive website.
- Collaborated within a cross-functional team of designers to deliver six interactive web pages in 10 weeks.
- Engaged in weekly stakeholder meetings to understand organizational needs, incorporate feedback, and ensure the website reflected core mission and values.

Girls Who Code | *Teaching Assistant*   May 2024 – August 2024
- Facilitated two 4-week Game Design programs, fostering peer-to-peer collaboration, active engagement, and a strong female community among 60 high school students.
- Designed and facilitated 25+ hands-on coding classes, applying creative methods to enhance student learning experiences and boost problem-solving abilities.
- Collaborated with 10+ educators from diverse backgrounds to enhance program curriculum and student outcomes.

Project Art of Learning | *UI/UX Design Lead*   January 2024 – June 2024
- Led website redesign for non-profit, delivering design system with interactive prototypes and wireframes in Figma.
- Served as the primary liaison between stakeholders and team, ensuring alignment with user-centered design decisions and project goals.
- Conducted 18 user interviews, integrating insights into design solutions enhancing overall website accessibility.
- Redesigned information architecture, streamlining navigation and content discovery to enhance the overall UX.

Pressed | *Shift Lead*   January 2023 – June 2024
- Boosted sales and customer satisfaction by 20% by leading exceptional service and leveraging product knowledge.
- Implemented company policies and facilitated open communication to promote safe and inclusive environment.
- Trained new team members, improving shift efficiency and overall team performance.

PROJECTS

Snap-A-Tune | *Product Designer*   April 2024 – June 2024
- Designed a music discovery app using photo recognition to create personalized playlists based on users' environments, enhancing the discovery experience and overall user experience.
- Conducted usability testing (UX research) with 15 participants, turning insights into actionable design features.
- Enhanced accessibility by adding adjustable equalizers and volume levels for auditory impairments.

BeReal Jam | *Product Designer*   November 2023 – December 2023
- Added BeReal extension with innovative features to improve user engagement and foster a stronger sense of community.
- Performed background research to analyze user attitudes towards dance and evaluate competitor solutions.
- Organized 27 user surveys and led user testing to gather feedback, improving the app's interface and functionality.

EDUCATION

University of California, San Diego   June 2025
Bachelors of Science in Cognitive Science: Specialization in Design + Interaction
Minor in Computer Science
Involvement: Design Co., Design for America, Association for Computing Machinery (ACM)

SKILLS

Design Tools: Figma, Wireframing, Prototyping, UX Research, User Interview, User Testing, Information Architecture, User Flow, Competitive Analysis, User-Centered Design
Technical Skills: HTML/CSS, JavaScript, Python, Java, Excel