

# Kiko Pan

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## SUMMARY

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User-centered researcher and designer with *hands-on experience* conducting user interviews, usability testing, survey design, and qualitative data synthesis. Passionate about uncovering actionable insights to optimize user experiences and drive business value through evidence-based design.

## EXPERIENCE

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### Miss Vietnam San Diego | Web Developer

July 2024 – September 2024

- Conducted **stakeholder interviews** and informal user discovery sessions to understand audience needs and align design strategy.
- Implemented Vue.js to build a *responsive* and *accessible* website tailored to *user goals* and *feedback*.
- Created low-to-high fidelity wireframes and iteratively improved designs based on **qualitative insights** gathered from volunteers.
- Facilitated weekly stakeholder meetings to refine *user experience strategies* based on feedback.

### 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.
- Collected and synthesized **qualitative feedback** from students to iterate on curriculum and improve usability of class activities.
- 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

- Spearheaded a website redesign for a non-profit, integrating UX research methods such as **stakeholder interviews** and **user testing** to uncover pain points.
- Led **18 user interviews** and **affinity mapping**, extracting key insights to inform design improvements.
- Synthesized research findings into *actionable design recommendations*, improving site navigation and overall user experience.
- Presented research findings and design solutions to stakeholders, validating decisions and refining prototypes.

## PROJECTS

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### 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** with *15 participants*, turning insights into *actionable design features*.
- Implemented accessibility-focused features such as adjustable equalizers based on user feedback.

### BeReal Jam | Product Designer

November 2023 – December 2023

- Designed a BeReal extension with innovative features to boost engagement and community interaction, based on insights from **user surveys** and **user testing**.
- Conducted **27 user surveys** and **background research**, synthesizing results to inform key design decisions.
- Analyzed usability issues and iterated design to enhance accessibility and interaction.

## EDUCATION

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### 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

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**Research Methods:** User Interviews, Usability Testing, Survey Design, Affinity Mapping, User Journey Mapping, Competitive Analysis

**Design Tools:** Figma, Wireframing, Prototyping, Information Architecture, User Flow

**Technical + Analysis Tools:** HTML/CSS, JavaScript, Python, Excel