

# JESSICA PAN

UX Designer | Seattle, WA

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## SKILLS

UX Research  
Prototype  
HTML5  
CSS / Sass  
JavaScript  
jQuery  
WordPress

## TOOLS

Sketch  
InVision  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator

## LANGUAGES

Chinese (Native)  
English (Fluent)

## EDUCATION

**Seattle Central College**  
Web Design Certificate  
Sep 2017–Mar 2019 Est

**National Cheng-Chi University**  
Bachelor of Foreign Languages  
and Literature  
Sep 2010–June 2014

## WORK EXPERIENCE

**TurboPatent** Sep 2018–Nov 2018  
**UX Designer Intern** Seattle, WA

- Self-managed the project to conduct the user research and usability test to create user personas and identify design problems
- Collaborated with the project lead to create design solutions that meet both business goals and user needs
- Increased task success rate by 150% by developing the sitemap, user flows, paper prototype, user testing, and hi-fidelity prototype

**Ogilvy Public Relation** Aug 2014–Apr 2016  
**PR Account Executive** Taipei, Taiwan

- Developed market research on road safety issues in local market
- Hosted Corporate Social Responsibility press conference for BMW Taiwan, generated over US\$ 300,000 of PR value
- Cooperated with celebrities and parenting bloggers to raise awareness for BMW Taiwan's Facebook, resulting in over 30,000 Likes

## OTHER PROJECTS

**Facing Homelessness** Oct 2017–Present  
**UI/UX Designer, Front-end Developer** Seattle, WA

- Led a team of 4 members to build a matchmaking app for the Block Project
- Conducted competitive analysis and user research to design wireframes and prototypes for the web app
- Developed the app with HTML, CSS, Sass, JavaScript, and Ember.js

**Sportsthink 360** Apr 2018–Jun 2018  
**UI/UX Designer, Front-end Developer** Cape Town, SA

- Conducted competitive analysis and user research to develop the brand strategy and identify users' needs in responsive devices
- Designed the sitemap and wireframes. Created the prototype with HTML, CSS, and PHP
- Migrated static HTML website to a dynamic website built on Wordpress

**Seattle/King County Coalition on Homelessness** Jan 2018–Mar 2018  
**UI/UX Designer, UX Researcher** Seattle, WA

- Conducted competitive analysis, contextual interview, baseline testing, and card sorting to capture users' needs and pain points
- Created the paper prototype that resulted in an increase of task completion rate from 63% to 86%
- Redesigned website wireframes based on user testing in Sketch App