

JESSICA PAN

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669 253 9973

UX Researcher / Designer

SKILLS

Quantitative Research

A/B tests
Card Sorting
Surveys

Qualitative Research

Contextual inquiry
Market research
Usability tests

TOOLS

Wireframing

Illustrator
Photoshop
Sketch
Figma

Prototyping

Adobe XD
CSS / Sass
InVision
HTML5
JavaScript
GitHub

EDUCATION

Seattle Central College
Web Design Certificate
(GPA: 3.98)
Sep 2017–Mar 2019

National ChengChi University
Bachelor of Foreign
Languages and Literature
Sep 2010–June 2014

WORK EXPERIENCE

Facing Homelessness

Oct 2017–Present

UX Researcher / Designer

Seattle, WA

Led a cross-functional team to design a matchmaking app which aims to improve the existing matching process and be launched in July 2019

- Executed user research to identify user needs and define product roadmaps in partnering with Executive Director and Program Manager
- Crafted holistic communication artifacts, including visual style guide, IA, and user flows in collaboration with the engineering team
- Created and tested responsive and interactive prototypes with HTML, CSS, Sass, and JavaScript

TurboPatent

Sep 2018–Nov 2018

UX Designer Intern

Seattle, WA

Redesigned the idea management platform in a high-fidelity prototype, which increased the task success rate by 158%

- Analyzed and synthesized qualitative and quantitative data from user interviews and usability testing
- Established benchmarking for product user experience, and crafted user-centered artifacts, including persona, information architecture, and paper prototypes, to verify design hypotheses
- Articulated design decisions to Chief Product Officer and Sales Manager

Sportsthink 360

Apr 2018–Jun 2018

UI/UX Designer

Cape Town,

SA

- Designed and launched a landing page for a sports consultancy brand in Wordpress
- Conducted competitive analysis and user research to identify users' needs in a responsive device
- Delivered hand-off documentation for future site updates and maintenance to client

Ogilvy Public Relations

Aug 2014–Apr 2016

PR Account Executive

Taipei,

Taiwan

- Developed market research on road safety issues in the local market
- Led Ford's annual Corporate social responsibility campaign, Driving Skills for Life, by cooperating with key influencers and media; resulted in +400 consumers registered in a month
- Hosted Corporate Social Responsibility press conference for BMW Taiwan, generated over US\$ 300,000 of PR value