

JESSICA PAN

UX Designer | Seattle, WA

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SKILLS

UX Research
Information Design
Wireframing
Rapid Prototyping
HTML5
CSS / Sass
JavaScript

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

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