JESSICA PAN
USER EXPERIENCE DESIGNER

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With +4 years blend of UX Design and Marketing Communication background, I love to design something meaningful across devices.

WORK EXPERIENCE

UI/UX Designer — Facing Homelessness Organization

Feb 2018 – Present, Seattle, WA

- Led an end-to-end project for a responsive web app from conducting field research to product launch in July 2019
- Collaborated with multiple stakeholders to build a robust information architecture, user flows, style guide, and interactive prototypes based on user insights and business goals

Freelance UX Designer — UrbanAnalog LLC

Mar 2019 – Apr 2019, Seattle, WA

- Planned and built the Minimum Viable Product (MVP) for a mobile-first app based on market research and user studies
- Paired with a senior UX Designer to design information architecture, user cases, and mockups in Figma for the investor pitch

UX Designer Intern — TurboPatent Corp.

Sep 2018 – Nov 2018, Seattle, WA

- Redesign the enterprise product based on the usability study, increasing the task success rate by 158%
- Crafted all-level prototypes from wireframes, paper prototypes to high-fidelity prototype, to verify design hypotheses and articulate design decisions to Chief Product Officer and Sales Manager

PR Account Executive — Ogilvy Public Relations

Aug 2014 – Apr 2016, Taipei, Taiwan

- Conducted field and market research and planned digital media content strategy for Fortune 500 companies (Ford and BMW) and startups
- Collaborated with a cross-functional team to lead a brand press conference, generated over US$ 300,000 of PR value

EDUCATION

Seattle Central College

Web Design Certificate (GPA: 3.98/4.0)

Sep 2017 – Mar 2019

National ChengChi University

Bachelor of Arts in English

Sep 2010 – June 2014

SKILLS

Design

Information architecture, Journey mapping, Rapid prototyping, Wireframing, Design systems

Research

Contextual inquiry, Market research, Usability tests

Development

CSS / Sass, HTML5, JavaScript

TOOLS

Adobe Illustrator, Adobe Photoshop, Adobe XD, Figma, InVision, Sketch