



JESSICA PAN

UI/UX Designer

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School Projects

UI/UX Designer, Front-end Developer

Apr. 2018–Present

Sportsthink 360, Cape Town, South Africa

- Conducted the competitive analysis and the user research for the brand-new sports consulting firm
- Designed the IA and UI of the website and built the prototype site with HTML, CSS, and PHP
- Migrated the website over to WordPress

UI/UX Designer, UX Researcher

Jan. 2018–Mar. 2018

Seattle/King County Coalition on Homelessness, Seattle, WA

- Conducted the competitive analysis, the contextual interview, the baseline testing, and the card sorting activities
- Created the paper prototype for the user testing
- Redesigned the wireframe of the website in Sketch App

Volunteer

UI/UX Designer, Front-end Developer

Oct. 2017–Present

Facing Homelessness, Seattle, WA

- Led a team of 4 members to conduct a matchmaking app for the Block Project
- Conducted the competitive analysis and user research to design UI prototypes
- Designed the protosite with the CSS, SASS, HTML, and JavaScript

Working Experience

Marketing Intern

Sep. 2016–Dec. 2017

OhmniLabs, Santa Clara, CA

- Co-worked with co-founders to develop the marketing strategy for the product pre-launch campaign
- Created social content suggestions for OhmniLabs Facebook, the website blog and the ad strategy, increasing 1K fans
- Designed product images used for social posts and ads in Photoshop

PR Account Executive

Aug. 2014–Apr. 2016

Ogilvy Public Relation, Taipei, Taiwan

- Developed the market research on road safety issues in local market
- Hosted the press conference for BMW Taiwan to strengthen its thought leadership in the children road safety
- Cooperated with celebrities and parenting bloggers to raise the social awareness on BMW Taiwan Facebook

Education

Seattle Central College, Seattle, WA

Sep. 2016–Present

Web Design Associate

Courses: Theory of User Experience Design, User Research Method, HTML5, CSS, SASS, JavaScript, WordPress, PHP

National Cheng-Chi University, Taipei, Taiwan

Sep. 2009–Jan. 2014

Bachelor of Foreign Languages and Literature

About

With a multidisciplinary background in marketing/public communication, design, and programming, I love to think differently to design the best goods for good. Currently, I am pursuing the Web Design Associate in Seattle Central College and looking for the UI/UX internship

Technical Skills

Design

HTML5
CSS / SASS
Sketch
InVision
WordPress
Adobe Photoshop
Adobe Illustrator

Research

Contextual Interview
Baseline Testing
Card Sorting
Paper Prototype

Coding

JavaScript
jQuery

Strategy

Media Strategy
Branding