

JESSICA PAN

UX Designer | Seattle, WA

 <https://chiamingpan.github.io>

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 669 253 9973

SKILLS

Design

Information design
Journey mapping
Rapid prototyping
Wireframing

Research

Market research
User interview
Usability testing

Development

CSS / Sass
HTML5
JavaScript
jQuery
WordPress

Business

Branding communication
Content creation
Social media strategy

TOOLS

Sketch
Figma
InVision
Adobe XD
Adobe Photoshop
Adobe Illustrator
GitHub

LANGUAGES

English (Fluent)
Chinese (Native)

EDUCATION

Seattle Central College
Web Design Certificate
Sep 2017–Mar 2019

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

WORK EXPERIENCE

Facing Homelessness

Oct 2017–Present

UI/UX Designer, Front-end Developer

Seattle, WA

- Led a cross-functional team to design a matchmaking web app for qualified homeowners and homeless people, aiming to improve existing matching process and be launched in June 2019
- Defined project goals and scope by executing the user research to identify challenges and opportunities for 3 user scenarios
- Develop a visual style guide, interface design, and user flow in collaboration with engineers
- Created and tested interactive prototypes with HTML, CSS, Sass, and JavaScript

TurboPatent

Sep 2018–Nov 2018

UX Designer Intern

Seattle, WA

- Increased task success rate by 158% by redesigning the idea capturing app in a high-fidelity prototype
- 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 findings and design solutions to Chief Product Officer and Sales Manager

Sportsthink 360

Apr 2018–Jun 2018

UI/UX Designer, Front-end Developer

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 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 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