



# 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 by Ember JS

## 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*

Courses: Marketing, Managerial Economics, Statistics, Financial Management, Money and Banking and Game Theory & Business Strategy

## About

With a multidisciplinary background in 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  
WordPress  
Adobe Photoshop  
Adobe Illustrator

### Research

Contextual Interview  
Baseline Testing  
Card Sorting  
Paper Prototype

### Coding

JavaScript  
jQuery  
Ember JS

### Strategy

Media Strategy  
Branding