

JESSICA PAN

UX/UI DESIGNER

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

WORK EXPERIENCE

UX Designer — Infosys

Oct 2019 – Present, Seattle, WA

- Redesigned client's enterprise product to improve the usability of the application
- Paired with a Project Manager and an Engineer to build clickable mockups for presentation

User Experience Designer — Facing Homelessness

Nov 2017 – Oct 2017, 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 qualitative and quantitative data

UX Designer Intern — TurboPatent Corp.

Sep 2018 – Nov 2018, Seattle, WA

- Redesigned 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

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

Research

Contextual inquiry, Market research, Usability tests

Development

CSS / Sass, HTML5, JavaScript

TOOLS

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