

# JESSICA PAN

UX Designer | Seattle, WA

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## SKILLS

UX Research  
Information Design  
Wireframing  
Rapid Prototyping  
Usability Testing  
HTML5  
CSS / Sass  
JavaScript  
jQuery  
WordPress

## TOOLS

Sketch  
Figma  
InVision  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
GitHub

## LANGUAGES

Chinese (Native)  
English (Fluent)

## EDUCATION

### Seattle Central College

Web Design Certificate

Sep 2017–Mar 2019

### National Cheng-Chi University

Bachelor of Foreign Languages  
and Literature

Sep 2010–June 2014

## WORK EXPERIENCE

### TurboPatent

Sep 2018–Nov 2018

#### UX Designer Intern

Seattle, WA

- Collaborated with the Chief Product Officer to create design solutions that meet both business goals and user needs
- Self-managed the project to conduct the user research and usability test to create user personas and identify design problems
- Increased task success rate by 158% by developing the sitemap, user flows, paper prototype, user testing, and hi-fidelity prototype

### Ogilvy Public Relation

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

## OTHER PROJECTS

### Facing Homelessness

Oct 2017–Present

#### UI/UX Designer, Front-end Developer

Seattle, WA

- Led a team of 4 members to build a matchmaking app for the Block Project
- Conducted competitive analysis and user research to design wireframes and prototypes for the web app
- Developed the app with HTML, CSS, Sass, JavaScript, and Ember.js

### Sportsthink 360

Apr 2018–Jun 2018

#### UI/UX Designer, Front-end Developer

Cape Town, SA

- Conducted competitive analysis and user research to develop the brand strategy and identify users' needs in responsive devices
- Designed the sitemap and wireframes. Created the prototype with HTML, CSS, and PHP
- Migrated static HTML website to a dynamic website built on WordPress

### Seattle/King County Coalition on Homelessness

Jan 2018–Mar 2018

#### UI/UX Designer, UX Researcher

Seattle, WA

- Conducted competitive analysis, contextual interview, baseline testing, and card sorting to capture users' needs and pain points
- Created the paper prototype that resulted in an increase of task completion rate from 63% to 86%
- Redesigned website wireframes based on user testing in Sketch App