



# JESSICA PAN

UX Designer

📞 669 253 9973

✉️ jessicapan1224@gmail.com

🔗 chiamingpan.github.io

## PROJECTS

### 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 competitive analysis and user interview to design the wireframe and UI prototypes
- Designed protosite by using HTML, CSS, Sass, and JavaScript

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

Apr. 2018–Jun. 2018

#### Sportsthink 360, Cape Town, South Africa

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

### UI/UX Designer, UX Researcher

Jan. 2018–Mar. 2018

#### Seattle/King County Coalition on Homelessness, Seattle, WA

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

## WORKING EXPERIENCE

### Marketing Intern

Sep. 2016–Dec. 2017

#### OhmniLabs, Santa Clara, CA

- Collaborated with co-founders to develop marketing strategy for the product pre-launch campaign
- Created social content suggestions for OhmniLabs Facebook and the ad strategy, increased fans by 1K
- Designed product images and gifs used for social platform and ads in Photoshop

### PR Account Executive

Aug. 2014–Apr. 2016

#### Ogilvy Public Relation, Taipei, Taiwan

- Developed market research on road safety issues in local market
- Hosted CSR press conference for BMW Taiwan, generating a total amount of US\$ +300K PR value
- Cooperated with celebrities and parenting bloggers to raise social awareness on BMW Taiwan Facebook; resulted in +30K Likes

## ABOUT

With a multidisciplinary background in marketing, public relations, and design, I love to bring the best value to people's lives by thinking big and diving deep. Currently, I am pursuing a Web Design Certificate at Seattle Central College and looking for a UX Designer position.

## SKILLS

UX Research  
Interaction Design  
Prototyping  
HTML5  
CSS / Sass  
JavaScript  
jQuery

## TOOLS

Sketch  
InVision  
Adobe Photoshop  
Adobe Illustrator

## LANGUAGES

Chinese (Native)  
English (Fluent)

## EDUCATION

Seattle Central College  
Web Design Certificate  
Expected to graduate in Dec. 2018

National Cheng-Chi University  
Bachelor of Foreign Languages and Literature