

JESSICA SON

Marketer-turned UX Designer

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Seattle, WA

RELEVANT COURSEWORK

(Fall 2017)

User Centered Design

Navigating Design in Organizations

Video Communication

SKILLS

DESIGN & PROTOTYPING

Storyboarding

Wireframing

Rapid Prototyping

Tools: Sketch, Flinto, InVision,
Balsamiq, Protopie, Adobe Creative
Suite (Photoshop, Illustrator,
InDesign), HTML5, CSS

RESEARCH

Competitive Analysis

Survey

Personas

DIGITAL MARKETING

Data Analysis

SNS Marketing

Content Marketing

Tools: Google Analytics,
Google AdWords

EDUCATION

MS Human-Centered Design & Engineering

University of Washington | Sept 2017 - Mar 2019 (expected)

BA Economics (Behavioral Economics)

UC Berkeley | Aug 2012 - May 2016

RELEVANT EXPERIENCE

Digital Marketing Specialist

Streamlyzer | Feb 2016 - May 2017

- » Spearheaded corporate website redesign by redefining navigation, information architecture, content strategy and visual layout. Evaluated the effectiveness of the new website with Google Analytics.
- » Generated visual & written content for blog, email campaigns, multimedia materials and trade shows. Achieved 3950+ blog views in the first five months.
- » Initiated social media marketing to strengthen company's online presence and accomplished 1150% rise in Twitter followers and 125% growth on Facebook.

Undergraduate Research Assistant

UC Berkeley | Jan 2015 - May 2015

- » Assessed the difference in role of hard skills (e.g. math and science skills) vs. soft skills (e.g. personality) in one's entrepreneurial success by analyzing 2200 Ugandan students using Stata.

Marketing Strategy Intern

SK Communications | Jun 2013 - Aug 2013

- » Conducted market research to determine the market position of a new face recognition feature and performed beta testing to evaluate its usability and navigation.
- » Constructed surveys based on different target demographics for data analysis and elucidated relevant trends.

AWARDS

The NUAC Scholarship Contest 2013 - Gold Medal Winner