

DEBBIE PAN

Web/ UX Designer

EDUCATION

University of California, San Diego
B.S. Cognitive Science w/ Specialization
in Human Computer Interaction

June 2014
GPA: 3.41

SKILLS

User Experience
User-Centered Design
Contextual Inquiry
Persona Creation
User flow
Usability Testing
Information Architecture
Wireframes
Storyboarding
Competitive Analysis
Heuristic Evaluation
High/ Low Fidelity Prototyping
Rapid Prototyping
A/B Testing

Design
Photoshop
Illustrator
Axure
Flash

Technical
HTML 5
CSS 3
Javascript/ JQuery
JSON (basic)
AJAX (basic)

CONTACT

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RELEVANT COURSEWORK

Cognitive Design Studio
Human Computer Interaction
Cognitive Ethnography
Introduction to Computing

Fluency/ Information Technology
Intro/ Computer Science: Javascript
Cognitive Aspects of Digital Design
Practicum in Pro Web Design

EXPERIENCE

Online Marketing Coordinator

June 2013-September 2013

Dance to EvOLvE

- Executed A/B Testing on a Call to Action to increase conversion rates
- Learned and applied SEO best practices for website optimization
- Researched and analyzed psychology of eye-tracking in websites
- Managed the information architecture and content of the website

Instructional Apprenticeship for COGS 11

September 2013-December 2013

Professor Mary E.T. Boyle

- Managed a section of ~30 students, prepared weekly quizzes and material
- Gave a lecture on the psychopathic brain to a class of ~200 students

CAMPUS ACTIVITIES

Sigma Omicron Pi Sorority

President (Executive Board Position)

- Organized and ran weekly meetings, determined the future direction of the house
- Delegated tasks to members of the cabinet, made sure they're doing their job

VP External (Executive Board Position)

- Created and maintained relations with other organizations, handled the public relations of the sorority

PROJECTS

Resonote

January 2014-March 2014

Designed a mobile web app with 2 other students using HTML, CSS, and JQuery that helps aspiring French learners find songs that match their level. Conducted interviews, made storyboards, paper prototypes and wireframes. As the UI designer, I handled the interface design and information architecture.

Cognitive Design Studio

April 2013-June 2013

Worked in a team of 7 to create a system and interface that would help in the coordination of recreational sports and activities. Applied rapid prototyping techniques and created a low-fidelity prototype after conducting contextual interviews, making an affinity wall, storyboards, personas and wireframes.

Simply Desserts

January 2014-March 2014

Created an informational website about desserts in a team of 3 using HTML, CSS, and JQuery. Helped design the layout of the site and the branding.