

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/ Balsamiq
Flash

Technical

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

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

CONTACT

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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, confirmed they are on schedule

VP External (Executive Board Position)

- Created and maintained relations with other organizations, used good judgment and communication skills to handle 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.

Art of Espresso

March 2014-June 2014

Redesigned the information architecture and layout of an existing outdated coffee website with two team members. Regularly met with the client and compiled data from user interviews into storyboards and low fidelity prototypes, then finally a high fidelity prototype using HTML, CSS, and JQuery. The resulting product reflected a balance of both the client and user needs.