

# DEBBIE PAN

Web/ UX Designer

## EDUCATION

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

June 2014  
GPA: 3.41

## SKILLS

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### 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

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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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debbie.pan92@gmail.com | (408) 887-2509 | debbiepan.com

## EXPERIENCE

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**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

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### 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

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### 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.