

# JOCELYN CHEN

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## EDUCATION

**University of Washington, Seattle**

2019 - 2023 / Seattle, WA

B.S in Human Centered Design & Engineering (Data Science)

Cumulative GPA: 3.81 / Quarterly and Annual Dean's List

## RELEVANT COURSEWORK

Visual Communication / Technical Communication / Web Technologies / Physical Computing / Inclusive Design / Interactive Systems Design & Technology / Prototyping Techniques / Usability Research Techniques / User Experience Prototyping Techniques / Information Visualization / Computer Programming I & II / Data and Society / Intro to Machine Learning / Database Systems

## EXPERIENCE

**Integrated Service Center Student Assistant, University of Washington**

Aug 2021 - Sept 2023 / Seattle, WA

- Conducted functional testing for a new supervisory org management app, leading to 2 significant iterations that improved user experience.
- Organized supervisory orgs within the UW's Workday employee database, facilitating efficient data management.
- Corresponded with partners to fulfill daily Workday update requests, and processed hundreds of daily inbox items to optimize business processes for workers, including terminations and absence requests.

**Designer/Client Liaison, UW CERSE - UW SERCH**

Jan 2023 - June 2023 / Seattle, WA

- Sponsored senior capstone project working with the UW CERSE to research, ideate, and design a STEM resource hub for university students and staff.
- Partnered with researchers and conducted surveys, interviews, and testing, leveraging research insights to inform strategic design decisions.
- Built interactive prototypes to redefine resource hubs for students, breaking silos and increasing STEM equity.
- Served as poc for the team, heading communications with the sponsor and providing weekly project status reports.

**Business Transformation Intern, Robert Half**

June 2022 - Aug 2022 / Seattle, WA

- Collaborated with a cross-functional team to reinvent and modernize existing client and candidate digital service products to optimize the user experience and accelerate business value objectives.
- Developed a Salesforce Lightning Design Components mini style guide to ensure consistency and standardize design practices for onboarding designers.
- Spearheaded the company's inaugural Usability Day event, overseeing event logistics, and contributing to the design of event-related materials such as emails and merchandise.
- Researched and compiled a comprehensive Customer Touchpoints documentation for improved accessibility.

## ACTIVITIES

**Creative Team Designer, Member**

UW Asian American InverVarsity

Sept 2019 - June 2023 / Seattle, WA

- Designed graphics and content for the club's social media, increasing online engagement.
- Coordinated and executed quarterly events to foster community building and promote club member engagement.
- Attended weekly small group and large group meetings.

## SKILLS

Wireframing

Concept Sketches

Information Architecture

Prototyping

Mockups

Journey Mapping

User Personas

Ideation

User Interviews

Usability Testing

Field Studies

Competitor Analysis

Surveys

## TOOLS

Figma

Microsoft Office Suite

Adobe PremierPro

Adobe Illustrator

Tableau

Java

JavaScript

R

Python

HTML

CSS

SQL