

Jocelyn Chen

Product Designer

jocelynchen1126@gmail.com

jocelynchenjc.com

linkedin.com/in/jocelyn-chen-/

EDUCATION

University of Washington

Seattle, WA / 2019 - 2023

B.S. in Human Centered Design & Engineering, Data Science

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

EXPERIENCE

Integrated Service Center Student Assistant

University of Washington Integrated Service Center · August 2021 - September 2023

- Conducted functional testing for a new supervisory org management app in collaboration with partners, 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 200+ daily inbox items to optimize business processes for workers, including terminations and absence requests.

UW SERCH Designer & Client Liaison

UW Center For Evaluation & Research for STEM Equity (CERSE) · January 2023 - June 2023

- Sponsored Senior Capstone working with the UW Center For Evaluation & Research for STEM Equity to research, ideate, and design an interactive platform to connect university students and staff to campus resources supporting equitable student success in STEM.
- 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 - August 2023

- 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 & Active Member

University of Washington Asian American InterVarsity (AAIV) · September 2019 - June 2023

- Designed graphics and content for the club's social media platforms, driving increased online engagement.
- Coordinated and executed quarterly events, enhancing community building and engagement for a 100+ member group, resulting in increase in member participation.

RELEVANT COURSEWORK

Visual Communication · Web Technologies · Technical Communication · Inclusive Design · Physical Computing · 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

SKILLS

Wireframing
Concept Sketches
Information Architecture
Prototyping
Mockups
Journey Mapping
User Personas
Ideation
User Interviews
Usability Testing
Field Studies
Competitor Analysis
Surveys

DEVELOPMENT

HTML + CSS
JavaScript
Git
Python
SQL
R
Java

TOOLS

Figma
Microsoft Office Suite
Adobe PremierPro
Adobe Illustrator
Tableau
Miro