

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

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 in collaboration with partners.
- 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 University of Washington Center for Evaluation & Research for STEM Equity to research, ideate, and design a STEM resource hub for university students.
- 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,

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