

Jess Tan

product & visual designer

jesstan.me

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Experience

WW (formerly Weight Watchers), Visual Design Intern

June 2020 - Present

- designing sleep, activity, and mindfulness mobile app features for 4.5m+ members

Penn Labs, Product Designer & Design Team Lead

Feb 2019 - Present

- shipped a complete redesign of a course planning web app, increasing user base to 4.5k+ students within the semester of launching
- designed a dashboard to help students manage course registration notifications, leading to a 290% increase in signups
- directed design systems and processes across the organization

Penn Medicine Center for Mental Health, Research Assistant

Sep 2019 - Present

- designed and tested features for an emotional stress alarm app that uses biosensor signaling to monitor children with autism
- investigated behavioral triggers to help teachers and parents manage their child's emotion and stress in community settings
- analyzed interviews and field observations to identify pain points in user experience

The Daily Pennsylvanian, News Design Editor

Aug 2018 - Dec 2019

- directed visual storytelling for news stories through infographics, data visualizations, print layout, and interactive web projects
- coordinated branding and web design for long-term projects

The Wharton School, Graphic Design Assistant

Aug 2018 - Dec 2019

- created a library of customizable email templates to streamline email marketing for the Marketing and Communications Office
- created branded graphics for Wharton departments and faculty

Education

University of

Pennsylvania

2018 - 2022

B.A. in Psychology and

Biology, GPA: 3.98

Skills

Design

product design, visual design, interaction design, wireframing, prototyping, user research, data visualization, illustration

Tools

Figma, Sketch, Xd, Zeplin, InVision, HTML/CSS, Illustrator, Photoshop

Teaching

Wharton UI/UX Mobile Design Course Instructor

taught a weekly seminar on design processes and principles, leading students in designing their own app

Gene Therapy Program Design Consultant

taught workshops on design software and data visualization techniques