

JESSICA HE

jessheisme.com

EXPERIENCE

LOCATION LABS BY AVG

VISUAL AND UX DESIGN INTERN

JUN '16 - PRESENT

Improved experience of core apps using data from user research, in an iterative prototyping and testing process. Conducted user interviews and usability tests to inform designs. Prototyped flows and interactions for both Android and iOS systems. Participated in weekly design critiques. Collaborated closely with product managers and engineers.

ADOBE SYSTEMS INC.

UI/UX WEB DESIGN INTERN (SAN JOSE, CA)

MAY '15 - SEP '16

Designed and implemented the front-end of an internal website and metrics dashboard for the IT Security team. Identified problems and pain points with current systems by interviewing employees to understand needs and behavior. Created mockups to explore visual designs. Coded and tested prototypes using HTML, CSS, and JavaScript.

RECOGNITION

ADOBE CUSTOMER SUCCESS STORY

The Adobe Customer Showcase page highlights how people use and benefit from Adobe solutions. I had the pleasure of being featured under their Education section! See it at: bit.ly/jessadobe.

CMYK DESIGN COMPETITION

CMYK is an annual design competition held at UC Berkeley, where attendees are given 4 hours to deliver solutions to design challenges. In Fall 2016, my team placed **Second Overall** and won 'Coolest Colors' when we designed a marketing campaign for local business Games of Berkeley. Judges at the event included designers from Google, Frog, Twitch, and more.

Best Use of Color - Fall 2015
Most Creative - Fall 2014

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

B.A. Cognitive Science | 2017

+ Computer Science

+ Design

Relevant Coursework: User Interfaces, Product Management, Software Engineering, Web Design Decal, Human-Centered Design Decal, Introduction to the Design Process, Structure and Interpretation of Computer Programs, Data Structures, Artificial Intelligence, Ruby on Rails Decal, Music Cognition, Social Psychology, Issues in Cognition

ORGANIZATIONS

WEB DESIGN DECAL BERKELEY

INSTRUCTOR

I co-instruct a student-run course at UC Berkeley that teaches a class of 120 students the fundamentals of web design. Topics we go over include: CSS, JavaScript (jQuery), UI/UX design, prototyping and wireframing, typography, color theory, and web animation. More information at: www.wdd.io.

JAN '15 - PRESENT

INNOVATIVE DESIGN

GRAPHIC DESIGN, VIDEO, WEB DEVELOPMENT

Innovative Design is a group of student designers, photographers, web developers, and videographers at UC Berkeley, who work together to create content for various clients. With Innovative Design, I've created graphics (logo design, t-shirt design, etc.), videos/animations, and websites. More information at: innovativedesign.club.

JAN '14 - PRESENT

SKILLS & SOFTWARE

- UI/UX, Sketching, Wireframing (Illustrator, Photoshop, Sketch)
- Front-End Web Design/Prototyping (HTML5, CSS3, JavaScript)
- Proficient Back-End Programming Languages: Python, Java, Rails
- Animation, Film, Photography (Premiere Pro, After Effects)

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