

JESSICA HE

jessheisme.com

EXPERIENCE

LOCATION LABS BY AVAST

PRODUCT DESIGN INTERN (EMERYVILLE, CA)

JUN '16 - PRESENT

Redesigned existing flows on both Android and iOS platforms for Location Labs' location tracking and messaging apps. Integrated new subscriptions model and widgets features into existing apps. Designed from scratch an internal analytics tool to synthesize and simplify research data. Prototyped at various fidelities using After Effects, CSS/JavaScript, and Principle. Conducted user interviews and tested with real users.

ADOBE SYSTEMS INC.

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

MAY '15 - SEP '16

Designed and implemented the front-end of Adobe's Security Ninjas Dashboard, an internal platform where employees submit and track security-related projects. Worked with stakeholders and engineers to redesign and code the IT Security team page. Created motion designs for Security Awareness Training programs.

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.

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.

SKILLS & SOFTWARE

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

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