

# Jessica Yeung

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## ABOUT ME

I am a practicing **designer** motivated by user research in technology advancement and health. At UC San Diego, I am learning **Human-Centered Design** and **Interaction**. My project engineering skills, diligence, and eagerness to learn allows me to be an asset on your team.

## EXPERIENCE

### MARKETING & PUBLIC RELATIONS DEPUTY

UCSD Tzu Chi Collegiate (Sept. 2017 - June 2018)

Increasing awareness of Tzu Ching's chapter's mission, footprints, and fundraiser efforts by promoting and spreading social media posts to members. Participating in collective ASL performances at charity events.

### EXECUTIVE AND PUBLICITY OFFICER

Muir Art Club (January 2017 - June 2018)

Collaborating with team of three other Executive Officers to coordinate, and host de-stressing crafting events. Conducted surveys, handled the budget, organized inventory, created graphic designs for events, and publicized events online..

### CONVERSATION LEADER

UCSD Extension (June 2016 - Present)

Engaging groups of international students in conversations to improve their English speaking and listening proficiency. Assisting administration during new student registration and campus tours.

### UX RESEARCHER

G.A.T.E Center (October 2017 - December 2017)

Designed the G.A.T.E. Center as a transitional and education center on autonomous vehicles as a solution to the increasing awareness and unease of an automated society in San Diego. Conducted user field studies, and prototyped an experiential design. D4SD 2017 Finalist.

## EDUCATION

### UC SAN DIEGO

#### Expected Graduation in June 2018

Bachelor of Science in Cognitive Science  
Specialization in HCI, Design and Interaction

## CURRENT PROJECT

### GARDENING CURRICULUM, UCSD GLOBAL TIES INITIATIVE

Currently designing a gardening curriculum for Mundo's Community Garden in National City to teach and engage children from ages 5-10 about sustainability through gardening to increase awareness of personal wellness.

## Skills

Affinity Mapping  
Field Studies  
Heuristic Evaluation  
Information Hierarchy  
Journey Mapping  
Moodboards  
Prototyping  
Story Boarding  
User Interviews  
User Personas  
Usability Testing  
Wireframing

## Tools

Design Thinking  
Excel  
Gantt Chart  
Figma  
Google Drive  
Invision App  
Marvel App  
Outlook  
PowerPoint  
UXPin  
Word

## I am proud of

transferring to UC San Diego

speaking Cantonese, Mandarin, and Japanese

learning how to do basic web development  
enjoying swimming, hiking, and meditating  
my friends and family