

## SUMMARY

A Product Designer with a business acumen focused on people. I am committed to creating better user-focused experiences through a deep understanding of people by identifying real-life problems and crafting thoughtful solutions grounded by research

## EDUCATION

### BLOC.IO

UX/UI Design Apprenticeship  
Nov 2018 - June 2019

### UNIVERSITY OF CALIFORNIA SAN DIEGO

B.S Management Science

## SKILLS

### DESIGN

UX Design  
Visual Design  
User Research  
Usability Testing  
Brand Design & Identity  
Information Architecture  
Wireframing  
Prototyping  
Sketching

### DESIGN TOOLS

Sketch  
Figma  
UsabilityHub  
InVision  
Affinity Designer  
Draw.io  
Maze

### WEB DEVELOPMENT

HTML5  
CSS3  
JavaScript (basic)

## RECENT PROJECTS

### TRAVELPAK | WEB & MOBILE APPLICATION

[jessicazhong.design/project2.html](http://jessicazhong.design/project2.html)

- A travel planning web and mobile application designed to help group travelers plan, manage and organize trips, making group travel planning easier than ever
- Utilized Sketch, InVision, lofi wireframes, hi-mockups, in-person usability testing, visual and interaction design with branding and content development

### HEALTHPOINT | MOBILE APPLICATION

[jessicazhong.design/project1.html](http://jessicazhong.design/project1.html)

- A cloud-based mobile application that provides health enthusiasts an improved way to collect and store data, with the ability to analyze, connect and organize in the palm of their hand
- Utilized Sketch, Figma, Draw.io to create user flows, wireframes, mockups, usability testing and branding work

## EXPERIENCE

### FREELANCE | UX/UI DESIGNER

June 2019 - current

- Providing UX consultation and visual designs for client's communication mobile application, securing \$500K of initial funding
- Web presence and responsive design for a rebranding of e-commerce boutique
- Strategizing and collaborating with clients by producing lofi wireframes, sitemap, and hi-fi mockups
- Developing brand design, visual design and style guide

### JOBVITE | HR GENERALIST

Apr 2017 - Jan 2019

- Spearheaded company's first Wellness Initiative, resulting in a 45% participation rate for the first year, across all programs for a company of 195 employees
- Implemented a candidate-focused and new hire survey into Jobvite's platform to analyze tangible data regarding the health of Jobvite's brand and candidate experience