

Nessie Pan

Product / UX Designer who makes complex simple

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EXPERIENCE

LAIT911 Fire Corp, UX Designer

Aug 2023 – Present | Los Angeles, CA (Remote)

LAIT911 offers incidents alerts to strengthen community resilience.

1. Redesigned the end-to-end onboarding experience and user dashboard for the LA Incident Tracker web app, optimized the information architecture and reduced the bounce rate by 15%.
2. Led weekly UX discussions with founders and internal users, using data-driven insights to refine product vision and guide feature iteration.

EchoKids, Product Design Intern

Dec 2022 – Aug 2023 | Boston, MA (Remote)

EchoKids is a music education platform connects children and families.

1. Spearheaded the cross-platform design of parent course management dashboard from scratch, delivering 10+ pages while rapidly prototyping and iterating on 15+ features. Increased the new registered users by 18%.
2. Initiated E-learning onboarding experience and branding style, increased user satisfaction score by 25%.
3. Maintained the design system and branding style to ensure consistency, scalability, and prioritized accessibility. Benefited 100+ users.

Sleeper, Product Design Intern

May 2022 – August 2022 | Seattle, WA (Remote)

Sleeper is an entertaining fantasy sports App provides gamification features.

1. Optimized user acquisition flow of the sports gaming product, shipped 20+ screens, 6 flows and 20+ features, achieved 12% growth in user base.
2. Collaborated closely with cross-functional teams, including engineers, legal team, artists, senior designers, and product managers, to establish an agile product cycle and workflow.
3. Owned 5 launched projects to align Sleeper's operations with regulatory standards, including the design of the play-limit system to enhance responsible gaming practices.

Shanghai Wicresoft, UX/UI Design Intern

Jul 2020 – Sep 2020 | Shanghai, China

Wicresoft provides IT services and IT consulting.

1. Contributed to defining the user needs by focus group for Porsche's mini online shopping applet and subsequently designed the user profile flow.
2. Conducted 3 rounds of user testing based on key workflows, ensured the design feasibility and enhanced the usability score by 54%.

EDUCATION

The University of Texas at Austin

May 2023 | GPA: 3.93 / 4.00

M.S. in Information Science,
Focus on UX Design and HCI

Xiamen University

Aug 2021 | GPA: 3.42 / 4.00

B.E. in Digital Media Technology

SKILLS

Design

Wireframing, Prototyping, UI Design, Design System, Design Iteration, Information Architecture, Storyboard, Interaction Design, Visual Design, Journey Mapping, Data Visualization, 3D modeling, 2D/3D Animation

Research

Accessibility Evaluation, User Flow, Contextual Inquiry, User Interview, Usability Testing, Focus Group, Affinity Diagramming, H-Evaluation, Product thinking, A/B Testing, Card Sorting, Competitive Analysis

Tools & Programming

Figma, Sketch, Axure, Adobe XD, Mural, Miro, Photoshop, Illustrator, Adobe & Google Suite, Tableau, InVision, Unity, Maya, Blender, 3ds Max, After Effect, Zeplin, Notion, HTML/CSS/JavaScript, C, C++, C#, SQL