

JESSICA YAN

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Education

University of California, Riverside

Graduated March 2021

B.S. in Business Administration –
Operations & Supply Chain Management,
Minor in Economics

Skills

UX Design
UI Design
Wireframes
Rapid Prototyping
Concept Sketches
User Research
Market Research
Copywriting
Graphic Design
Project Management
Communication

Tools

Microsoft Suite
Google Suite
Google Analytics
HTML/CSS
Python
Figma
InDesign
Illustrator
Photoshop
Squarespace/Wordpress/Wix
Canva

Experience

Mind and Mill – Marketing Intern

December 2020 - Present

- ❖ Conduct and run Google Ad campaigns that increased engagement by over 70%
- ❖ Design website wireframes to showcase user flows and overall vision for product
- ❖ Build and develop websites on Squarespace, Wix, and Wordpress
- ❖ Execute market research to outline target audiences and possible marketing ventures

Wonsulting – Product Designer

July 2020 - September 2020

- ❖ Established design and style guides for new classroom-learning application
- ❖ Conducted market research and user interviews to identify educational needs
- ❖ Created UX/UI design and hi-fidelity prototypes using Figma
- ❖ Communicated deadlines and feedback with team to enhance productivity levels

Gracepoint Church – Marketing & Publicity Intern

June 2020 - September 2020

- ❖ Created user flow, wireframes, and prototypes for new educational website
- ❖ Collaborated with web development team to implement designs for user and reward features
- ❖ Designed splashes for social media pages using Illustrator, Photoshop, and Canva
- ❖ Created marketing assets for new mentorship program using Canva

About Me

[ESFJ, Driven, Creative Challenger, Lofi Listener, Baking Beginner]