

Jess Tan

product & visual designer

jesstan.me

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Experience

WW (formerly Weight Watchers), Visual Design Intern

June 2020 - July 2020 | New York, NY (Remote)

- designed sleep, activity, and mindfulness mobile features to help members achieve wholistic wellness
- constructed core UI components for iOS design system to increase team efficiency and consistency across features

Penn Medicine Center for Mental Health, Research Assistant

Sep 2019 - Present | Philadelphia, PA

- designed and tested features for an emotional stress alarm app that uses biosensor signaling to monitor children with autism
- investigated behavioral triggers to help teachers and parents manage their child's emotion and stress in community settings
- analyzed interviews and field observations to identify pain points in user experience

Penn Labs, Product Designer & Design Team Lead

Feb 2019 - Present | Philadelphia, PA

- shipped a complete redesign of a course planning web app, reaching 4.5k+ students within the semester of launching
- designed a dashboard to help students manage course registration notifications, leading to a 290% increase in signups
- directed design systems and processes across the organization

Hu Health, Product Design Contractor

June 2020 - Present | Philadelphia, PA (Remote)

- designed an app to connect busy patients with dental professionals for in-home dental care experiences

The Daily Pennsylvanian, News Design Editor

Aug 2018 - Dec 2019 | Philadelphia, PA

- directed visual storytelling for news stories through infographics, data visualizations, and interactive web projects
- coordinated branding and web design for long-term projects

Education

University of Pennsylvania

Aug 2018 - Dec 2021

B.A. in Neuroscience and Biology, GPA: 3.98

Skills

Design

visual design, interaction design, wireframing, prototyping, user research, branding, illustration, data visualization

Tools

Figma, Sketch, Xd, InVision, HTML/CSS, Illustrator, Photoshop

Teaching

Wharton UI/UX Mobile Design Course Instructor

taught a weekly seminar on design processes and principles, leading students in designing their own app

Gene Therapy Program Design Consultant

taught workshops on design software and data visualization techniques