

JESSICA PHAN

A master design generalist & creative thinker who seeks to improve & organize the world by designing delightful and meaningful human-centered experiences.

EXPERIENCES

INDEPENDENT DESIGNER

Jessica Phan
2014 - PRESENT

- **Zugata** - Product design for a stealth startup, which allows companies to seamlessly provide peer reviews
- **Sequoia Capital** - Visual & communication design for a product design thinking workshop presented to portfolio companies
- **HealthLinx** - Product design for a healthcare platform which allows providers to communicate and collaborated more effectively when coordinated care
- **Talend** - Visual design to communicate Talend's Key Company Values

PRODUCT DESIGNER

ZURB

2013 - 2014

- **Samsung** - Provided product design guidance for the educational app catered to their market in India
- **SAP** - Designed an online marketplace to promote the platform, thoroughly educate users about the product and reflect the bold, powerful SAP brand
- **JCPenney** - Designed a responsive shopping experience for a 150+ year old American brand
- **ZURB University** - Served as an Instructor for various courses like User Testing, Interface Design Sketching, Photoshop Basics & the Hi-Fi Prototype
- Other clients includes: BDBiosciences, Companybook, Neo4j, TrackVia, Bare Necessities, Digital Media Academy, Me-Ality, YouCaring

DESIGN LEAD

Balsam Brands

2012 - 2013

- Designed various online shopping experiences for desktop & mobile experiences
- Created magazine ads, billboards, building signs, campaign ads, product videos, blog sites and more
- Defined the creative direction & style of each brand, while guarding its aesthetic integrity across all forms
- Designed best-selling home decor products
- Coordinated & directed lifestyle photoshoots
- Managed, mentored, and grew the design team both in-house and remotely
- Wore many hats for various Brands: Balsam Hill, Treetopia, Tree Classics, Christmas Tree Market, Backyard Ocean, Lighting Sale, Kichler Superstore, Green Valley Christmas Trees

DESIGNER

Balsam Brands

2009 - 2012

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EDUCATION

GENERAL ASSEMBLY

Front-End Web Development

2013

GENERAL ASSEMBLY

User Experience Design

2012

ACADEMY of ARTS UNIVERSITY

MFA, Graphic Design

2010 - 2011 (PARTIAL)

SAN JOSÉ STATE UNIVERSITY

BA, Design Studies

2005 - 2009

AWARDS

A.S. 55 AWARD

SJSU Associated Students

2008

ST. SAFFOLD LEADERSHIP SCHOLARSHIP

SJSU Associated Students

2008

DIRECTOR'S AWARDS for EXCELLENCE

SJSU Housing Services

2008

RHA SCHOLARSHIP

SJSU Housing Services

2008

SKILLS

Design Strategy

User Experience Design

User Interface Design

Visual Communication

Product Design

Empathy