

Isabelle Pan

UI/UX Designer, Visual Designer

(+1) 858 281 3139

ipan@ucsd.edu

<https://bit.ly/pisa-portfolio>

EDUCATION

University of California, San Diego — *Cognitive Science B.S. (Spec. Human-Computer Design & Interaction.)*

SEPTEMBER 2019 - PRESENT

4.0 GPA | Thurgood Marshall College Honors Student

International School of Beijing — *International Baccalaureate Diploma Program*

AUGUST 2016 - MAY 2019

4.1 GPA | Bilingual IB Diploma Candidate

PROJECTS & EXTRACURRICULARS

Lux AI Challenge — *Co-Founder and Lead UI/UX Designer*

AUGUST 2020 - PRESENT | TOOLS: PHOTOSHOP, ILLUSTRATOR

Co-founded and built the brand identity for an AI programming competition with 900+ stars on Github and 1000+ competitors. In collaboration with Kaggle, we built a game visualizer with millions of downloads and views. See

<https://www.kaggle.com/c/lux-ai-2021/>

UCSD Trebles — *Public Relations Chair*

NOVEMBER 2019- PRESENT | TOOLS: PROCREATE, PHOTOSHOP, FIGMA, KEYNOTE

Led promotion for 2019 Fall Concert & relevant fundraisers through Facebook, Instagram; designed promotional marquees & posters. Spearheaded the group's brand redesign in 2020: <https://www.instagram.com/ucsdtrebles/>

Draxonic Design Studio — *Member & Executive Leader*

AUGUST 2016 - MAY 2019 | TOOLS: PHOTOSHOP, ILLUSTRATOR

Co-led design studio; organized weekly design workshops for 2 years, facilitated revision & communication with clients for 50+ design projects, spearheaded club's workflow on Quip. Created over 30+ logos, prints, and apparel designs. See

<https://draxonic.tumblr.com/> or my portfolio.

Model United Nations BEIWATCH Newspaper — *Reporter/Journalist*

JANUARY 2019 - FEBRUARY 2020 | TOOLS: QUIP, MICROSOFT WORD

Conducted and transcribed interviews during the Beijing Model United Nations conference, authored articles for 4 issues of BEIWATCH. See

<http://www.beimun.org/beiwatch.php>

SKILLS

UX Research + Design:

Usability Testing

Survey Design & Analysis

Competitive Analysis

Affinity Mapping

Wireframing

Storyboarding

Branding

Persona Creation

Low-to-High Fidelity Prototyping

Design Systems

Misc:

Content Strategy

Social Media Management

TOOLS

Design and Prototyping:

Adobe Suite

Figma

Webflow

Digital Painting Software:

MediBang Paint, Paint Tool Sai,

Procreate

Traditional Media:

Graphite

Oil, Acrylic, Watercolor Painting

Misc:

Microsoft Suite

Google Workspace

盘怡夏

平面设计师、UI/UX设计师

(+86) 138-1062-0487

ipan@ucsd.edu

<https://bit.ly/pisa-portfolio>

教育背景

加州大学圣迭戈分校 — 认知科学 本科（专攻人机交互）

2019年9月 - 至今

GPA: 4.0 | Thurgood Marshall学院荣誉学生

北京顺义国际学校 — 国际文凭大学预科课程

2016年8月 - 2019年5月

GPA: 4.1 | 双语IB文凭

社团/团队和工作项目

Lux AI Challenge — 主管领导

2019年11月 - 至今 | 使用工具: PROCREATE, PHOTOSHOP, FIGMA, KEYNOTE

建立了至今已达到900+Github星数并1000+参赛者的Lux AI人工智能编程竞赛。
我设计了Lux AI的品牌标识并在与Kaggle合作之下构建了一个拥有数百万下载和浏览量的游戏平台。详情请访问<https://www.kaggle.com/c/lux-ai-2021/>

UCSD Trebles 合唱团 — 公共关系主席

2019年11月 - 至今 | 使用工具: PROCREATE, PHOTOSHOP, FIGMA, KEYNOTE

通过Facebook, Instagram进行2019年秋季音乐会及社团募捐活动的推广; 设计了不同平台出现的促销字幕和海报。 详情请访问
<https://www.instagram.com/ucsdtrebles/>

Draxonic 设计工作室 — 主管领导

2016年8月 - 2019年5月 | 使用工具: PHOTOSHOP, ILLUSTRATOR

共同领导的设计工作室: 负责每周组织设计研教程(为期两年), 4年内管理50多个设计项目的修订和沟通, 并自行为客户创建了30多个徽标、印刷品(包括传单, 队服等服装设计)等设计。 请参阅<https://draxonic.tumblr.com/>或我的作品集。

Model United Nations BEIWATCH Newspaper — 记者

2019年1月 - 2020年2月 | 使用工具: QUIP, MICROSOFT WORD

在北京模拟联合国会议(BEIMUN)期间进行并抄录个人采访, 为《BEIWATCH》杂志撰写了4期的文章。详情请参见<http://www.beimun.org/beiwatch.php>

SKILLS

UX Research + Design:

Usability Testing

Survey Design & Analysis

Competitive Analysis

Affinity Mapping

Wireframing

Storyboarding

Branding

Persona Creation

Low-to-High Fidelity Prototyping

Design Systems

Misc:

Content Strategy

Social Media Management

TOOLS

Design and Prototyping:

Adobe Suite

Figma

Webflow

Digital Painting Software:

MediBang Paint, Paint Tool Sai,

Procreate

Traditional Media:

Graphite

Oil, Acrylic, Watercolor Painting

Misc:

Microsoft Suite

Google Workspace