

Jack Howe | UX Designer

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EDUCATION

University of California, San Diego:

December 2024

Bachelor of Science in Cognitive Science: Design and Interaction

GPA: 3.700 | Provost's Honors

PROFESSIONAL EXPERIENCE

Oncology and Kids | UX Website Intern

July 2024 - Present

- Executed an end-to-end overhaul of the non-profit's front-end user experience, accounting for 3 different demographics, increasing user engagement across all audiences.
- Challenged public perception of childhood cancer through social media promotional efforts, driving further conversations and increasing social media engagement.
- Currently leading efforts to raise funds and awareness for a monthly donation program throughout the year, resulting in over \$650 in donations within the first 2 weeks of launch.
- Successfully connected donation data to the NeonCRM database, improving back-end non-profit data organization.

PROJECTS

UCSD Design For America | UX Team Lead

January 2024 - July 2024

- Redesigned a nonprofit organization's user interface by developing Figma mockups and wireframes, resulting in increased brand awareness and improved UX Design.
- Led a cross-functional team organization and enhanced communication strategies and collaboration among 4 staff members; optimized project management processes, and improved project delivery timelines by 15%.

GoldLeaf | UX Researcher

April 2024 - June 2024

- Executed a comprehensive investigation into financial literacy among college students to develop an engaging educational prototype that was awarded \$250 in funding from the Sullivan Center for Entrepreneurship.
- Spearheaded editorial efforts expanding financial business model and objectives, improving information architecture and technical writing, resulting in a seamless and engaging user experience.
- Guided 5 users through storyboards to better understand target demographics' pain points, justifying design decisions and driving the project into further development stages.

UCSD Group Dating App | UX Researcher

January 2024 - March 2024

- Explored the social applications of a friend-assisted dating app, accounting for the user experience of 3 different stakeholders, creating 2 prototypes, and receiving user feedback, resulting in professor endorsement for future use.
- Conducted 30+ user surveys on social settings to understand users, driving further project development.

SKILLS

Figma, Wireframing, Web Design, Typography, Usability Testing, Adobe XD, Premier Pro, CMS