

# Jackie Khuong

Seattle, WA | San Jose, CA | (650) 229-3573 | [jykuong@uw.edu](mailto:jykuong@uw.edu)  
<https://jackiekhuong.framer.website/> | [linkedin.com/in/jackiekhuong](https://www.linkedin.com/in/jackiekhuong)

## Skills

User Centered Design | Mixed Methods Research | Journey Mapping | Information Arch. | Wireframing | UI Design | Usability Testing | Heuristic Eval. | Competitive Analysis | Interview Coding | Figma + Sketch | Adobe Creative Suite | Rapid Prototyping | HTML/CSS | Python + Java | Solidworks | Customer Service

## Experience

### Figma Campus Leader | Figma

August 2024 - Present | Seattle, WA

- Expanded usage of one of the top design tools to University of Washington students both within and outside the design community, tracking engagement to measure and increase success of events.
- Organize and collaborate with on campus organizations to engage the student body in 4+ events focused on designing and prototyping with Figma.

### UX Researcher | Learners

June 2024 - September 2024 | Seattle, WA

- Developed strategies with stakeholders to address a 90% churn rate in the mobile app.
- Managed recruitment and coordination for study participants, crafted interview questions, and led 5 interviews to uncover user needs and challenges.
- Facilitated card-sorting sessions to guide design decisions and feature implementations, delivering a detailed report for the app's redesign.

### UX Designer | Eat Together - Social Tech Startup

May 2023 - Sept 2023 | Seattle, WA

- Designed 30+ mobile frames and a backend dashboard for a mobile app facilitating meal-sharing meet-ups among students with common interests.
- Formulated testing protocols and conducted 10 app-testing sessions, uncovering user pain points and contributing to a 70+ user increase within the first week of re-launch.

### Research Assistant | Human Centered Design & Engineering

Jan 2024 - Mar 2024 | Seattle, WA

- Reviewed 200+ pages of archival materials to study 1960s Hemodialysis patient selection.
- Executed ethnographic research and systematic qualitative analysis, including coding, to gain insights into the patient acceptance process.
- Provided 3 recommendations to enhance equity and reduce biases in patient selection.

### Program Manager + Graphic Design Lead | Cotopaxi Campus Connectors

Aug 2022 - June 2024 | Seattle, WA

- Directed 22 undergraduates in promoting Cotopaxi's brand and social impact mission, boosting brand engagement and achieving 5,000+ monthly impressions.
- Created and posted 2+ weekly social media graphics in line with branding guidelines.
- Organized Questival, a 24-hour community adventure challenge engaging 300+ participants and raising over \$750 for malaria prevention.

## Projects

### Amazon Pharmacy Usability Study | HCDE 417 - Usability Testing

Mar 2024 - Jun 2024 | Seattle, WA

- Conducted exploratory studies and talk-through interviews with 4 participants, analyzing interactions to identify and address 8 key pain points in the chatbot functionality.
- Developed 4 actionable recommendations based on qualitative and quantitative data to enhance user satisfaction and address customer needs with Amazon Pharmacy's chatbot.

## Education

### B.S. Human Centered Design & Engineering + Minor in Data Science

University of Washington  
Major GPA: 3.8 | Overall: 3.6  
Exp. Grad: Dec. 2025  
Dean's List

### Activities

UX@UW Club - Director of Marketing  
HCDE Student Org. Exec. Board  
Theta Tau - Professional Engineering Fraternity  
Cotopaxi Campus Connector  
IKON Student Ambassador  
CRAGS Climbing Gym + Jamba Juice Employee