

JEN PAN

Design Lead in Seattle, WA

<http://www.jennpan.carbonmade.com>

Design Systems Lead at HBO Digital Products

(2016 – 2018)

Built out a design system team from the ground up to define global visual styles, scalable component solutions, and accessibility guidelines for HBO's streaming applications. Worked within the agile method of development over cross-functional teams in Seattle and New York while simultaneously educating teams on visual design language elements, patterns, and documentation. Collaborated with marketing, research, design, and leadership teams to define a new branded visual design language for testing and execution across products.

Senior Design Manager at Microsoft, Bing

(2012 – 2016)

Directed global visual system team to collaborate, explore, and execute flexible design solutions for internal and international teams. The visual design language was assessed and tested across multiple features covering all platforms for Web and apps. Drove refresh and execution of design system's shared components in collaboration with design, product management, and engineering teams. Managed designers on creation and evangelism of our online toolkits and interaction and visual brand guides.

Senior Visual Designer at T-Mobile

(2009 – 2012)

Developed mood boards, and visual language flows for scenarios on various mobile devices. Built out and communicated internal and international reaching feature level style guides and toolkits to enable seamless integration of visual language across features. Established visual system themes and iconography for T-Mobile devices.

Senior Designer (contract) at Expedia

(2008 – 2009)

Built concept work for rich storyboards to evolve the new brand personality in coordination with creative director and executive team. Redesigned three Expedia microsites including sections for an interactive cruise guide, travel protection plan, and loyalty program.

Lead Product Designer at Expedia

(2004 – Jun 2007)

Drove visual design refresh in collaboration with Frog agency to establish visual design language for global marketing and product pages. Managed a small design team and worked with Usability, PM, Editorial, Engineers, and Marketing to create concepts and final production for top feature areas.

Product Designer (contract) at Microsoft / MSN Money,

(2003 – 2004)

Concept and final execution of page level wireframes and high fidelity visual scenarios for software application and Web app.

Design Manager at Fidesic Corporation

(2000 – 2003)

Directed and designed brand identity, feature workflows, style guides, and concepts for payment product.

Designer at Disney Online, GO.com

(1998 – 2000)

Produced multiple branded design solutions for Disney Cruise Line and Disneyland booking sites.

PROGRAMS

LANGUAGES

Sketch

InVision

Photoshop

Illustrator

Keynote

HTML/CSS

JavaScript (knowledge)

React (knowledge)

University of Washington, BS Psychology 1994
Art Institute of Seattle, D/AAA Design 1998