

# JESSICA CHOU ✌️

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## EDUCATION

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**University of Pennsylvania**// Integrated Product Design, MS 07/2023 - 05/2025 Philadelphia

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Related Coursework: Human Computer Interaction, Design Processes | GPA: 4.00/4.00

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**University of California, Berkeley**// Architecture, BA 08/2019 - 05/2023 Berkeley

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Minor in City Planning, Certificate of Design Innovation | GPA: 3.94/4.00 (High Honors) | Regents' and Chancellor's Scholarship

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**National University of Singapore**// Exchange 01/2022 - 05/2022 Singapore

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## EXPERIENCE

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**Meta**// Product Design Intern 05/2022 - 08/2022 San Francisco

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- Streamlined user pathways to resolve call failures on Instagram, reducing the number of daily failed calls by 4 million.
- Designed a new thread muting feature and improved call notifications, currently in development and testing.
- Collaborated with content, research, engineering, product, and privacy partners to launch a feature for verified user calling.

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**Glassdoor**// Product Design Intern 06/2021 - 08/2021 Remote

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- Led and delivered 2 rich text projects for the Career webpages, optimizing design and adding user discovery entry-points.
- Partnered with traffic and ML teams to implement SEO improvements, increasing page rankings and user engagement.
- Designed screens for Glassdoor's 5-year Future Project, presented by the CEO to shape the company's long-term direction.

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**YouTube**// Product Design Consultant 08/2020 - 12/2020 San Francisco

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- Created YouTube Launch, a program to empower and motivate new creators, resulting in increased talent retention.
- Crafted wireframes and prototypes for the Launch dashboard within the existing YouTube Studio mobile app.
- Led user research efforts with surveys, interviews, product analysis, and insight synthesis.

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**Adobe**// Product Design Consultant 08/2019 - 12/2019 San Francisco

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- Researched, sketched, wireframed, and designed a short-form video-editing app prototype, contributing to Adobe's efforts to enter the Chinese video creation market.

## INVOLVEMENT

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**Berkeley Innovation**// Internal Vice President 08/2019 - 05/2023 Berkeley

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- Oversaw planning for all community-building efforts and social programming for a design consultancy of 50+ members.
- Implemented new marketing strategies to increase applications by 275% from the prior year.
- Led an 8 person team in sourcing semester-long design projects, forming successful partnerships with companies including Adobe, IKEA, and Meta.

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**Design Innovation 199- HCD**// Teaching Assistant 08/2020 - 12/2020 Berkeley

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- Taught the human-centered design process, theory, trends, and industry-standard tools to 60+ undergraduate students.
- Facilitated small group discussions, held regular office hours, and graded design assignments.

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**Undergrad Marketing Association**// Consultant 01/2020 - 05/2021 Berkeley

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- Derived insights from 500+ survey responses and 24 interviews to create Princess Polly's college ambassador program.
- Offered product and marketing strategy recommendations to Volition Beauty, leading to the adoption of 6 product ideas.