



JACQUES DAVIDSON WIDODO

VISUAL | INTERACTION DESIGNER

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EDUCATION

Simon Fraser University

2021-2026 (Expected)

BSc in Interactive Arts and Technology

Concentrating in Designing Interactions

SKILLS

Adobe Suite

Photoshop After Effects Premiere Pro Illustrator InDesign

Creative Apps

Figma Clip Studio Paint Krita GIMP

Design Skills

Art Direction Development User Research High-Fidelity Prototyping Usability Testing

Programming

Python Java HTML/CSS

UX / UI DESIGN

AUGUST - DECEMBER 2024

UI/UX Designer — Wealthsimple for Learning Investors

- Enhanced Wealthsimple's onboarding experience through intuitive UI flows and new educational features to reduce the learning curve for novice investors.
- Improved user concept retention for investment literacy through interface changes backed by HCI research.
- Streamlined live data presentation through effective placement of data visualization to simplify complex market information, showcased as Figma mockups.

JULY - AUGUST 2024

UI/UX Designer — Goodly Website Design Evaluation

- Reimagined Goodly's company website to better promote their company values through improved navigation and content management.
- Communicated usability challenges to the Goodly team by formulating a usability improvement proposal document, which was backed by usability studies with participants.
- Created high-fidelity website prototypes in Figma to compliment the proposal, resulting in positive feedback and approval from the Goodly team.

MAY - AUGUST 2024

UX/UI Designer — Whiskr : Cat Care Assistant

- Designed a cat care app for novice owners supported with in-depth research on potential users and present cat owners, facilitating early stages of cat caretaking.
- Developed prototypes in Figma with features for good habit forming and building local community support.
- Directed the development of team presentation material with personas, user journeys, research insights, and solution progress development.



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AI DESIGN PROJECTS

MARCH - APRIL 2025

AI Software Developer — MoodForager: Empowering Moodboards for Visual Creatives

- Built a CLIP-based app that transforms text/image prompts to curated moodboards in 3-5 minutes (vs. 30+ mins manually), accelerating ideation for designers/artists.
- Designed a streamlined UI using PyQt5 with peer critique from designers and developers, integrating search expanding features, drag-and-drop, and ease of export.
- Showcased as an invited presenter at Vancouver AI Meetup April 2025, with enthusiastic reception from creative and tech communities for its innovative approach to ethical AI-assisted design.

NOVEMBER - DECEMBER 2024

AI Software Developer — Hand Gesture Vending Machine

- Designed and implemented a hand gesture-based control system within a virtual vending machine using Python as proof of concept for real-world implementation.
- Fine-tuned a YOLOv8 computer vision model on a custom hand gestures dataset, achieving 85% accuracy in recognizing user inputs.
- Collaborated with a partner to create suitable visual assets required for the prototype, resulting in an engaging and realistic demonstration.

GRAPHIC DESIGN

MAY - AUGUST 2024

Graphic Designer — Pajo's Fish & Chips 40th Anniversary

- Developed a comprehensive visual design proposal for Pajo's restaurant locations addressing placement strategies and form factors (displays, flags, signage, decor).
- Translated thematic designs into visual mockups and hand-drawn sketches, showcasing various form factors for physical touchpoints.

MARCH - DECEMBER 2023

Art Director — Klanggg Festival

- Led a team to develop thematic art direction for opera event Klanggg Festival implemented as an interactive microsite prototype and various design assets using Figma and Photoshop.
- Created microsite interaction video demonstration using Figma and After Effects.
- Established a cohesive visual identity across various campaign assets (posters, billboards, tickets) to engage with local audiences in Fribourg.
- Managed collaborative workflow and project timelines, assigning personal goals to ensure timely progress of deliverables during the 5-week production cycle.