



# 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

### Design Tools

Adobe Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)

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

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AUGUST - DECEMBER 2024

### UI/UX Designer — Wealthsimple for Learning Investors

- Collaborated with peers to improve 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

### UX Researcher — Goodly Website Design Evaluation

- Leading the development of interactive Figma prototypes in a UX/UI centric team, complimenting a collaborative design proposal to re-evaluate Goodly's website usability.
- Reimagined Goodly's website in to better promote their company values through improved navigation and content management, resulting in positive feedback and approval from the Goodly team.
- Communicated usability challenges to the Goodly team by formulating a usability evaluation document, backed studies evaluating pain points and post rehaul impacts with participants.

MAY - AUGUST 2024

### UX/UI Designer — Whiskr : Cat Care Assistant

- Collaboratively designed an app for novice cat owners supported with in-depth target user research, contributing to the team in developing UI and interactive prototypes for task and achievement features.
- Co-designed habit-forming and community-building features inapp, showcasing user interactions in Figma.
- Lead designer for team presentation material with personas, user journeys, research insights, and solution progress development.



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## AI DESIGN PROJECTS

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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

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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.