


CONTACT

Social Platforms

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EDUCATION

CLASS OF 2027, incoming freshman

University of California Irvine
Major: B.S. Cognitive Science &
Computer Science

CLASS OF 2023, 3.98 UW / 4.71 W GPA

Fountain Valley High School

Relevant Coursework

completed: 10 AP, 6 honor/
accelerated, and 4 College Classes
AP Calculus BC (Score: 5)
AP Psychology (Score: 5)
AP Computer Science Principles
MicroEconomics (college)
Sociology (college)
Philosophy (college)

Languages

English fluent

French intermediate

Chinese intermediate

PROGRAMS I USE

Figma - wireframing and design
Canva - graphic design
VS Code - front-end development
Wix - web development

JASMINE WU

CAREER OBJECTIVE

An incoming Freshman at UCI with an intended Computer Science and Cognitive Science Double Major pursuing a career within the Digital Product Design and Startup field with extensive experience in UI/UX, Product Management, and Front-End Engineering.

AWARDS

GOLD STANDARD/1ST PLACE WEBSITE DESIGN

Virtual Enterprise International 2022
Won 1st place out of 148 submissions at the Western Regional championships for e-commerce website design earning a near-perfect judging score of 4.9/5.0

SOCIAL SCIENCE CORONET AWARD

Fountain Valley High School
Awarded the top academic honor and most prestigious award at FVHS for outstanding achievement in the field of social sciences

AP SCHOLAR WITH DISTINCTION

AP CollegeBoard (National)
Received an average of 4.2 on all 9 AP exams taken

SUMMA CUM LAUDE

Fountain Valley High School Class of 2023
top 3% of graduating class with over a 4.5 cumulative weighted GPA and a 4.0 unweighted GPA by the 1st semester of Senior Year

EXPERIENCE

CHIEF PRODUCT OFFICER

Cronicle (ed-tech startup)
2022-present
overhauled branding and proposed a new product concept (collaborative, open-source skill-based knowledge hub) including lo-fi + hi-fi wireframes, user, and market research in the e-learning space.

- spearheaded an IOS/Android App offshoot (productivity + edtech app) developing the entire design from scratch

CO-WORKSHOP COORDINATOR

Design at UCI
2023-present
accepted as an incoming freshman to the largest design organization at UCI

CO-FOUNDER AND BUSINESS LEAD

FTC Robotics Team 21980 and Team 20191
2021-2023 (2 years)

- Co-founded 2 robotics teams consisting of 13 students
- Coordinated 9 live workshops/webinars with 12 guest speakers, including industry professionals from NASA, Riot Games, Mojang Studios, and Roblox, with 200+ attendees.
- Designed branding, Instagram posts, team merchandise (x2), website (x2), and competition booth from scratch.
- Achieved notable awards, including 1st place in Design (x2), SoCal High Score, 1st place Promote (marketing video), and 2nd place Inspire (highest award!)

SKILLS

Interpersonal Skills

working in a fast-paced,
demanding environment



cross-functional communication



ideation/ openness to new ideas



adaptability to change



Technical Skills

UI Design (end-to-end wireframing)



UX Design (User Research)



Web Dev (HTML, CSS, JS)



Product Management



Market Analysis



DIRECTOR OF IT AND WEB DEVELOPMENT

Virtual Enterprises International, Bonsai Bento

2022-2023 (1 year)

- won highest award for team: 1st place in e-commerce website
- spearheaded and led website design and development from scratch including wireframing and prototyping on Figma (11 unique pages) for a Sustainable Japanese Cuisine Startup
- Managed the entirety of the product roadmap and wrote a detailed UI/UX analysis documentation pitched to judges at the SoCal State Conference

MARKETING AND DESIGN INTERN

Olivo Amigo (Mediterranean Startup)

2022-2023 (6 months)

- developed branding and design for the website launch of the new company: "Olive Oil Land" from scratch.
- Designed 30+ marketing materials used in trade shows and social media, reaching an audience of 80k+.
- Filmed and edited 20+ videos, aligning with IG analytics and industry trends.
- Wrote 40+ newsletters and articles on Mediterranean Lifestyle & Food, incorporating strategic calls-to-action for new product launches.
- was privately mentored by the CEO on business strategy for a mid-stage startup

CEO AND BUSINESS OWNER

Solidarity Apparels (Fashion Line)

2022-now

handmade, book-tok-inspired streetwear apparel line

- designed and created all clothes from scratch (vinyl + screenprinting) along with business cards and marketing materials
- generated 160+ sales across 40+ states & 10+ countries
- accumulated 100k+ reach on social media platforms including Instagram and Tiktok by creating 50+ video clips from scratch

DANCES COORDINATOR

Associated Student Body (Student Government)

2020-2022 (2 years)

- coordinated 4 large-scale school dances with 1000-2000+ attendees each (doubled attendance from 2019)
- worked with the Dances Commission to manage \$100k+ in budget for dances
- created 100+ handmade posters (also won Best Posters Award!) and 4 large murals for various school events from scratch
- designed all dances flyers and Instagram posts including prom, winter formal, and the Fall Dance to a digital audience of 2k+

FOUNDER AND PRESIDENT

Pen on Paper (Letter-writing Club)

2022-2023 (1 year)

- Established first letter-writing club @ FVHS | Bridging the gap between gen z and seniors through creative letter-writing
- hosted 8 club events/fundraisers collaborating with 6 on-campus clubs including Letter-Writing Workshops, Care Package making, Gift Assemblies, and Bake Sales with 40+ registered members
- accumulated 300+ letters (and counting!), created 40+ gift packages, and made \$400+ in revenue from fundraisers & donations
- created a Letter-Writing Toolkit with 16 unique holiday-themed designs

ASSISTANT TUTOR AND GRADER

Kumon North America (Fountain Valley West)

2022-2023 (1 year, 8 hours per week)

- tutored pre-k kids in basic math and reading skills, writing detailed notes to track their progress
- Graded 5000+ homework assignments (150+/day)