JASMINE WU
PRODUCT DESIGNER

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EXPERIENCE

07.2023 - Present
Founding Product Designer, Questify
- Designed an end-to-end platform gamifying club-discovery through a metric-based club admin dashboard and student-facing mobile app
- only designer working with a team of 6 engineers to execute the entire product lifecycle between 2 platforms
- Managed Product Strategy by conducting competitive analysis, defining KPIs, and creating a pitch deck pitched to 30-40 clubs
- conducted 5 user research interviews with an interview protocol script used for 2 user acquisition and decision flows
- Developed a fully-responsive waitlist website with HTML/CSS and JS

06.2022 - 03.2023
Creative Design Intern, Olivo Amigo
- Spearheaded branding and website for B2C Mediterranean Startup scaling to a B2B Subsidiary Company: "Olive Oil Land" from scratch.
- filmed and edited 20+ short videos based on IG analytics + Industry trends that increased reach by 160% (80k+ in 3 months)
- Developed interface of wholesale website through several iteration cycles (lo-fi -> hi-fi mockups)
- designed 30+ unique assets (flyers, brochures, instagram posts, and gift box designs) used in international trade shows

09.2022 - 06.2023
Director of I.T. and Web Development, Virtual Enterprise
- Led website design and development including wireframes, mockups, and prototypes (11 unique pages) for a High School Startup Incubator
- collaborated with 30 students and 6 XFN departments to conceptualize and integrate new product launches onto website
- Managed product roadmap and compiled a detailed UI/UX analysis documentation

08.2022 - Present
Head of Product, Cronicle
- overhauled and established new company branding guide
- spearheaded the design of an end-to-end Productivity Mobile App, leading its design management through user research interviews, developing user journey flows, market analysis, and prototyping lo-fi and hi-fi mockups

07.2022 - Present
Founder and Designer, Voicewise
- Developed a curated resources database guiding users through end-to-end journey of self-improvement
- Designed branding (logo and brand assets) and design system from scratch
- • Led the curation of a 5-month self-improvement curriculum program including courses, resources, and a full web platform

EDUCATION

Expected: June 2026
University of California, Irvine
Bachelor's Degree, Computer Science and Cognitive Science

2019 - 2023
Fountain Valley High School
4.68 W GPA, top 3% of class
Classes: 20 AP/Honors/College-Level
Graduated Summa Cum Laude
Social Science Coronet (Highest Honor)

SKILLS

Software
Figma / Canva / Miro / Github / HTML / CSS / Basic JS / R Studio / React

Design
Rapid Prototyping / Wireframing / Design Systems / Branding / User Flows / Journey Mapping / Competitive Analysis / User Research / End-to-End / Data Visualization

RECOGNITION

December 2022
1st Place Virtual Enterprise Website
Judged out of 148 submissions & 1000+ participants representing 30+ national schools with a 4.9/5.0 judging score

October 2023
2nd Place WebJam
148 participants, 20+ teams. Designed and Developed gamified habit tracking app (React.js)

November 2023
2nd Place Zothacks
400+ applicants, 84 participants. Designed Generative AI Note to Flashcard Web App.

09.2020 - 02.2021
2D Product Designer, Roblox (Independent)
- Designed 60+ unique clothing assets for Roblox characters with Pixlr X
- Generated 2000+ sales through running paid ads, advertising in online community channels, strategic affiliate marketing through B2B partnerships, and organic growth
- Designed and developed a clothing boutique using Lua

01.2022 - 09.2023
Founder and CEO, Solidarity Apparels (Clothing Business)
- handmade and hand-drawn streetwear apparel business
- sold to 40+ states and 10+ countries
- accumulated 100k+ reach on Instagram with 50+ self-filmed video clips

VOLUNTEERING

07.2023 - Present
Workshop Coordinator, Design at UCI
- Taught over 300 students 10+ design workshops on industry standard product thinking, visual design, and front-end development
- Collaborated with 5 organizations to present at Hackathon events
- Developed an end-to-end Figma tutorial including prototyping and design tools, presented at 5 events (200+ reach)
- Judged final design pitch for 9 teams after a 9-week end-to-end design projects for Demo Day

10.2023 - Present
UX Designer, Develop for Good
- Selected out of 1.5k+ national applicants
- leading User Experience Strategy with a team of 10 designers
- Synthesized User Research Protocol, Interview, and survey to explore key pain points on website to streamline decision-making
- Conducted a full Tech Stack Audit with 10+ software integrations

10.2023 - Present
UI/UX Designer and Front-End Developer, Commit the Change
- Selected out of 200+ applicants to develop an end-to-end, metric-based dashboard system for a trash-collection NPO
- worked with 4 designers and 14 engineers to lead user research interviews with the client, product audits, and an end-to-end user journey decision flow between admin and volunteers

11.2023 - Present
Co-Logistics Lead, UCI Design-a-thon
- Oversaw a team of 8 and collaborated with 30+ organizers to plan and execute Design at UCI's largest annual event: Design-a-thon
- Coordinated with Lead Organizer on logistical strategy, workshop speakers, and time schedules

October 2021 / October 2022
1st Place Design (x2), FTC Robotics
Regional Winner out of 40+ teams for Robot Industrial Design

October 2021
1st Place Promote Award, FTC Robotics
developed marketing video promoting FIRST, selected out of 20+ teams

ACTIVITIES

June 2020 - June 2022
ASB Dances Coordinator
managed $100k in funds, coordinated 4 school dances with 4k+ cumulative attendees. Best Posters Award (100+ handmade posters, 4 murals). Graphic Designer for dance flyers shown to 3k+

September 2021 - June 2023
Business and Design Lead, FTC Robotics
Co-founded 2 Robotics Teams leading outreach and design. Hosted 9 workshops/webinars with speakers from NASA, Roblox, and Riot Games attended by 200+. Wrote 2x winning engineering portfolio

June 2022 - June 2023
Founder & President, Pen on Paper
300+ handwritten letters and 40+ gifts delivered to senior centers and children hospitals. Collaborated with 6 organizations to host events with $400+ raised from fundraisers. Designed letter templates.

May 2022 - May 2023
Graphic Designer, Friday Night Live
rebranded NPO chapter's design scheme with 9 new graphics created. Planned school-wide events and attended monthly, regional leadership conferences