

Jessica (Jiwoo) Im

Email: jessicajwooim@gmail.com

Portfolio: imjiwoo.com

Contact: 250-516-3330

Experience

Product Designer

UofTHacks

May 2023 - Present

Collaborated with our Dev Team to design and ship the application and onboarding experience for **1600+ users**, within 3-4 months. Created visual assets like icons, digital stamps, and stickers in Figma and Illustrator.

Product Designer

Aphrodite.ai

May - Aug 2023

Designed wireframes of the **end-to-end MVP** to recruit **20+ customers** and **investors** at their launch. Iterated designs according to user feedback, developmental constraints, and business goals. Established asset foundations.

Graphic Designer

SDSS Club

Sep 2023 - Present

Developing a **brand identity** through promotional media for members to connect with. **Managing design-related timelines** alongside various teams to release media efficiently and effectively as the sole designer.

Designer

UDesign Club

Jan 2024 - Present

Hosting an advanced prototyping in Figma workshop for **15+ designers**. Participating in weekly **design workshops** to hone new skills like graphic design, character design, and UX workflows.

Project

1st Place

RCIG x RCFTA Design

Dash

Jan 2024

Collaborated with my teammate to conduct **UX Research** and ideate solutions. Iterated mid- to high-fidelity **prototypes** through **usability testing**. Established visual hierarchy and consistency by creating **custom components** and a **typography guide**.

Education

Bachelor of

Information

University of Toronto

Graduate June 2025

Concentration in UI/UX Design. Psychology Specialist and Environment & Behaviour Minor 2021-2023. GPA 3.94/4.0

Entrance Scholarship 2021 & 2023. Dean's Scholar 2021-2023.

Tools

Figma; Adobe
Illustrator; Miro;
Procreate; FigJam;
Balsamiq

Interests

Digital Art; Gaming;
Hackathons; Esports;
Reading; Animation;
3D Art

Skills

UI/UX Design; Interactive Prototyping; Wireframing; Style Guides; Journey Maps; User Research; End-to-End Product Design; Creative Ideation; Usability Testing; Handoff