Caleb Wu

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EDUCATION

Simon Fraser University   Vancouver, BC
Bachelor of Arts, Interactive Arts and Technology, Design and Development for Web & Mobile   *Expected March 2026*
- Dean's Honor Roll: Fall 2023, Spring 2024 | SFU Undergraduate Entrance Scholarship | 3x Hackathon Winner

SKILLS

Technical Skills: UX/UI, Microsoft Suite, Adobe Suite (AP, AI, AE, AP), Hubspot, Figma, Wireframing, Web design, Unity, Arduino, Blender, Framer Motion, Trello, Notion
Languages: HTML/CSS, Python, JavaScript, Java, Processing
Frameworks: ReactJS, TailwindCSS

EXPERIENCE

Product Design Intern, Innota Technologies - Richmond, BC   *July 2024 - August 2024*
- Executed a product insight campaign by conducting **60+ user interviews** and surveys to identify **7+** pain points in current company branding and online portrayal, pivoting current branding in alignment with target audience.
- Drove the renovation of the companies website, synthesizing insights from primary research to design a new front end interface on **Figma**, integrating breadcrumb navigation and **9 new call to actions** to stream line an end-to-end user journey.
- Headed an initiative to optimize client to company relations system through integrating custom designed and coded email templates for **7+ use cases**, ensuring brand consistency and compatibility across various devices and email clients.

Creative Director, Zero Main - Toronto, ON   *August 2024*
- Led a **cross functional team** of 4 developers and engineers to create a new brand identity, collaborating closely with developers, designers, and stakeholders to design and demo an interactive prototype in Figma, featuring **10+ pages** and **12+ key functionalities.**
- Delivered and documented a comprehensive end-to-end user flow, facilitating a seamless handoff to the web development team and ensuring clarity and alignment from design through to implementation.

Social Media & Web Developer Intern, Impact N.O.W - Richmond, BC   *May 2024 - July 2024*
- Spearheaded the renovation of the legacy site, addressing **6** critical pain points congesting onsite associative navigation by implementing internal linking structures, curating content coherency, and developing user interactions to convey key element functionality with **ReactJS & Tailwind** to optimize the user journey by **30%.**
- Achieved **free** website upkeep costs by migrating hosting to Vercel and synchronizing domain management by configuring existing DNS records.

PROJECTS

Social Seafarer | *Figma, HTML & CSS*   *August 2023*
- Co-founded a tool to document and report KPIs to analyze marketing campaigns by generating metrics from social media APIs categorized with sentiment analysis
- Streamlined client-site interactions by implementing a site map, designing UX/UI elements to guide user interactions, and designing tailored on-site infographics with **Adobe Illustrator** to visualizing backend data for frontend communication.

BinThereDumpedThat | *ReactJS, HTML & CSS, TailWind, Figma, Adobe Illustrator*   *August 2023*
- Awarded **1/60,** first place in the Entrepreneurial Track, and Best DEI Hack, competing against 300 competitors and 60 projects,
- Developed and designed a dynamic website front end within **24 hours** using React and TailwindCSS.

Second Spoonfuls | *Figma*   *May 2024*
- Placed 3rd out of 70 competitors, designing a brand identity for a proposed production line focused on alternative food waste products
- Pitched to a panel of 10 consultants, project managers, analysts and advisors across 2 different rounds.

STUDENT LEADERSHIP

Director of Design, SFU Axis Consulting   *August 2023 - April 2024*
- Initiated the **redesign** of Axis Consulting to curate the brand for legibility, visual appeal, and engage a stronger media presence.
- Oversaw the translation of **5 consulting reports** to Figma documents to curate them for legibility and visual appeal.
- Led a team of 5 coordinators, organizing deliverables, weekly meetings, and department structure, implementing 2 collaboration events, 15+ posts, and 30+ stories, increasing online engagement by **+7.2%**

Director of Community, SFU CAC   *May 2023 - May 2024*
- Managed a team of 7 coordinators and a budget of $11,000 to host a year end gala, catering, and external photographers.
- Developed a social media marketing strategy and sponsorship package, achieving 31.4k media views and $1000+ of in-kind sponsorships

INTERESTS

2D Vector Artist with only trackpad (30+ commissions) | Yugioh Master Duel Rank Platinum (Top 18%)