Caleb Wu

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Work Experience

RevisionDojo (YCF24) – Product Design Intern

05/2025 – 09/2025

First design hire for an edtech startup; grew DAU and session duration across **350,000+ users** by implementing gamified features (Ranks, Avatar System, Friends system).

Solely led the creation of a new brand and design system, overseeing consistency across marketing channels and in-app experience.

Metalab – Product Design Intern

01/2025 – 04/2025

Collaborated cross functionally across **2 client projects** in Fintech and Entertainment sectors, authoring visual directions, creating UX flows, and pitching feature proposals to clients.

Built and documented design systems **(50+ variables, 40+ tokens)** for product handoffs to support scalability and ensure design consistency.

Education

Simon Fraser University – BA Interactive Arts and Technology

09/2022 – 09/2027

Concentrations: Designing Interactions & Design Development

Full Ride Scholarship

Community

President (Interactive Arts and Technology Student Union), Web Director (Enactus SFU), Design Director (Axis Consulting), Mentor (StormHacks)

3/3 Hackathon Winner + 1/1 Designathon Winner

Skills

UX/UI, Product Design, Branding, Motion Graphics, Vector Illustration, Wireframes, A/B Testing, WCAAG

Figma, Adobe Suite, Rive, NextJS, Html/CSS, React Native, TailwindCSS, Loops.so, Linear