Jessica Chu
Product designer

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Education

University of Waterloo

September 2018 – Present

Candidate for Honours Global Business and Digital Arts; graduating **May 2022**

Skills

- User research
- User flows
- Mockups
- Prototyping
- User testing
- Interaction design
- Mobile UI design
- Web design

Tools

- Figma
- Sketch
- Invision
- Adobe XD
- Userzoom
- Photoshop
- Illustrator
- HTML/CSS
- After Effects

Community

- Adobe Create Jam x Amazon (2021)
- uXperience Design Jam (2018)

Certifications

- Userzoom Core Certification

Experience

UX Design Associate

Tangerine • May 2021 – August 2021

Designed interfaces across mobile/web reaching the bank's 2 million+ client base. Planned and executed user research studies (interviews, A/B testing and surveys) reaching 100+ people. Supported product teams in meeting usability and design expectations. Analyzed user feedback and iterating to enhance banking experiences.

UX Design Intern

Myadcenter • April 2020 – May 2021

Improved UI and user flows on company site which contributed to a 22% increase in overall sales revenue. Created responsive CRM designs for mobile and web. Consulted with clients to understand their business goals and produce end-products to meet their needs.

Design Intern

Browne Group Inc. • May 2019 – August 2019

Designed mockups of product packaging and media. Input visual content, texts and inventory into business sites. Collaborated with the marketing team to develop and release the company site resulting in a 15% increase in site visits.

UX Design Lead (Co-founder)

Donavi. • March 2020 – August 2021

Performed user research to identify different stakeholder needs and develop a solution. Created storyboards, sitemaps and screen flows. Prototyped and pitched product idea to panel of judges.

UX Designer

LleTTonna. • September 2020 – May 2021

Gathered and evaluate user requirements in collaboration with product managers and developers.Illustrated design ideas using storyboards, process flows and sitemaps to create UI mockups and prototype.