# jackie ko

User Experience Designer

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## EDUCATION

**University of Virginia**
B.A. Economics
*May 2018*
Blue Ridge Scholar
Dean's List: Fall 2017, Spring 2018

## SKILLS

**Research**
User Surveys
Persona Building
User Flows
Sketching
Wireframing
Prototyping
Usability Testing
Google Adwords

**Design**
Figma
InVision Studio

**Programming**
HTML5
CSS3
Javascript
jQuery
Git
Github
Chrome Dev Tools
SQL

## PROJECTS

**Jupiter**, Cloud Storage Platform | [Invision Link](#)
Designed a cloud storage platform with social networking capabilities to support real-time collaboration. Ideated innovative, cutting-edge technology to assist in more efficient learning with built-in auto-created flashcards for the busy student.

**BusyBus**, Mobile Bus Application | [Github Link](#)
Designed a simplified mobile bus application that helps users quickly identify the fastest route and find the nearest bus stops to get where they need to go. Developed an intuitive and clean interface using HTML5 and CSS3.

## EXPERIENCE

**Wayfair**, eCommerce Merchandising Associate
*Sept 2018- Present*
- Optimize the kitchen cluster's merchandising experience to provide a best-in-class customer shopping experience
- Led a $2.2M marketing category increase in key KPIs by developing business strategies and analyzing customer returns
- Collaborate extensively with cross-functional stakeholders to develop innovative and strategic solutions

**Thinkful Product Design Flex Program**
*Expected Grad Dec 2019*
- Learned industry best practices and design process standards with a focus on UX Research, Visual Design, and Front-end development
- Created and deployed projects while learning new tools and frameworks by collaborating several hours every week with a senior product designer

**MicroStrategy**, Web Marketing Intern
*May 2017- Aug 2017*
- Assisted in localizing, migrating, and debugging detailed code for the company website's Q3 project launch
- Collaborated weekly with web team to discuss strategic updates for improving user experience on site
- Analyzed the Kentico content management system in production, staging, and development environment and website's redirect database