



Jackie Ko | Product Designer

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EDUCATION

University of Virginia

2014 - 2018

B.A. Economics

Blue Ridge Scholar

Dean's List: Fall 2017,

Spring 2018

SKILLS

Research

User Surveys

Persona Building

User Flows

Sketching

Wireframing

Prototyping

Usability Testing

Google Ads

Design

Figma

Sketch

InVision Studio

Adobe CC

Programming

HTML5

CSS3

JavaScript

jQuery

Git

GitHub

Chrome Dev Tools

SQL

PROJECTS

Text-a-Toasty, Delivery Service Application | [Presentation](#)

Designed a delivery service application with SMS autoresponder technology to simplify a complex internal system of receiving orders.

Jupiter, Cloud Storage Platform | [InVision Link](#)

Designed a cloud storage platform with social networking capabilities to support real-time collaboration. Ideated innovative 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 and nearest bus route. Developed an intuitive and clean interface using HTML5 and CSS3.

EXPERIENCE

Wayfair, eCommerce Merchandising Associate

Sept 2018 - Present

- Optimized the kitchen cluster's merchandising 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 Q&A and returns
- Collaborated extensively with cross-functional stakeholders to develop innovative and strategic solutions

Thinkful Product Design Program

Apr 2019 - Jan 2020

- 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