

# jackie ko

Product Designer

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## EDUCATION

### Thinkful

2019 - 2020

Certificate,  
Product Design

### 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  
Interaction  
Design  
Usability Testing

### Design

Figma  
Sketch  
InVision Studio  
Adobe CC

### Programming

HTML5/CSS3  
JavaScript  
jQuery  
SQL

## PROJECTS

### Text-a-Toasty, Delivery Service Application | **Case Study**

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

### Jupiter, Cloud Storage Platform | **Case Study**

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 mobile bus application that helps users identify the fastest and nearest bus route.

## EXPERIENCE

### Base, Product Design Intern

June 2020 - Present

- Designing a primary scheduling feature from concept to product within the Base software to offer availability to executives
- Assist in creating Base's design system for organization and improved product-engineering communication
- Collaborate closely with a product manager, developers, designers, and marketing

### Thinkful Product Design Program, Apprenticeship

Apr 2019 - Jan 2020

- Learned industry best practices and design process standards on UX research, visual design, and front-end development
- Created and deployed 3 projects while learning new tools and frameworks by collaborating several hours every week with a senior product designer

### Wayfair, eCommerce Site Experience

Sept 2018 - Mar 2020

- Optimized the kitchen cluster's site 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 problems
- Collaborated extensively with cross-functional stakeholders to develop innovative and strategic solutions