



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
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 | **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 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 Site Experience

Sept 2018 - Feb 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 Q&A and returns
- Collaborated extensively with cross-functional stakeholders to develop innovative and strategic solutions

Thinkful Product Design Program, Apprenticeship

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 3 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