



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