# Jasper Tu—Product Designer

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## EXPERIENCE

### Facebook
*Menlo Park, CA (Remote)*

### Product Design Intern
*Jun 2020 – Aug 2020*

- Led end-to-end design of a new feature on the Branded Content team, helping creators acquire quality deals

- Performed competitive analyses on **5+** influencer marketplaces, which identified pain points in the current creator experience and opportunities for product strategy

- Spearheaded product strategy with UXR and PM, defining short-term solution and long-term North Star vision

- Defined a new brainstorming framework, supercharging ideation on **4+ investment theme brainstorms**

- Prototyped multiple solutions for user testing, working with Designers, Content Strategists, and UX Researchers

- Collaborated with Engineers to ship out the feature

- Feature shipped in late August 2020

### York University Marketing
*Toronto, ON*

### Graphic Design & Multimedia Assistant
*May 2019 – Present*

- Led web design projects, and collaborated in a XFN team to serve **50,000 students and faculty**

- Spearheaded the 2020–2021 marketing campaign, creating **700+ images & videos** in an accelerated 2 month timeframe that met all accessibility requirements for various formats

- Created print, digital, motion, film, and multimedia marketing materials according to York U brand guidelines

- Designed mockups, created production timelines, juggled multiple projects, and pitched concepts to stakeholders

### Ryerson U Transmedia Zone
*Toronto, ON*

### UI/UX Design Intern
*Oct 2017 – Feb 2018*

- Designed and prototyped a dashboard to offer LUCID users a virtual mindfulness solution

- Created a style guide, design system with **20+ components**, and **100+ app screens**

## EDUCATION

### York University & Sheridan College
Honours Bachelor of Design, Product Design focus
*2018 – 2022, GPA: 3.8*

## AWARDS

### First Place: Historia
Adobe & A+E Creative Jam
*Feb 2020*

### Third Place: Playdium
Adobe & Nickelodeon Jam
*Apr 2020*

### Honourable Mention: Historia
RGD Student Awards: Bell Media Award for Typography
*Sep 2020*

### Michael Plexman Award for Innovation
York University Scholarship

### Brazilian Ball Award
York University Scholarship

## TOOLS

| | |
|---|---|
| Sketch | Principle |
| Figma | After Effects |
| InVision | HTML & CSS |
| Photoshop | Adobe XD |
| Illustrator | Marvel |

## SKILLS

User Research, Wireframing, Product Thinking, Visual Design Interaction Design, Prototyping, Usability Testing, Design Sprints, Mockups, Information Architecture, Motion Graphics