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 for a new feature on the Branded Content team, helping **55K+ creators** acquire quality deals.

- Performed competitive analyses on **10+ 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 intentional and empathetic ideation across **4+ teams**
- 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 and reached **75% adoption** in late November 2020

York University Marketing
Toronto, ON

Graphic Design & Multimedia Assistant
May 2019 – Present

- Led web design projects, 2020–21 marketing campaign, and collaborated in a XFN team to serve **50K students + faculty**
- Created print, digital, motion, film, and multimedia marketing materials according to York U brand guidelines
- Designed mockups, created production timelines and pitched creative concepts to stakeholders
- Juggled multiple projects simultaneously while maintaining high quality design

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, reaching **100 weekly users**
- Developed front-end interface with HTML, CSS, JavaScript alongside an engineer who coded back-end
- Created style guide, design system with **20+ components**, and **100+ app screens**

References Available Upon Request

EDUCATION

York University & Sheridan College
Honours Bachelor of Design, Product Design focus
2018 – 2022, GPA: 3.9

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	JavaScript
Illustrator	Framer
Origami	Adobe XD

SKILLS

User Research, Wireframing, Product Thinking, Visual Design Interaction Design, Rapid Prototyping, Usability Testing, Design Sprints, Mockups, Style Guides, Information Architecture, Motion Graphics, Film-Making, Front-End Coding